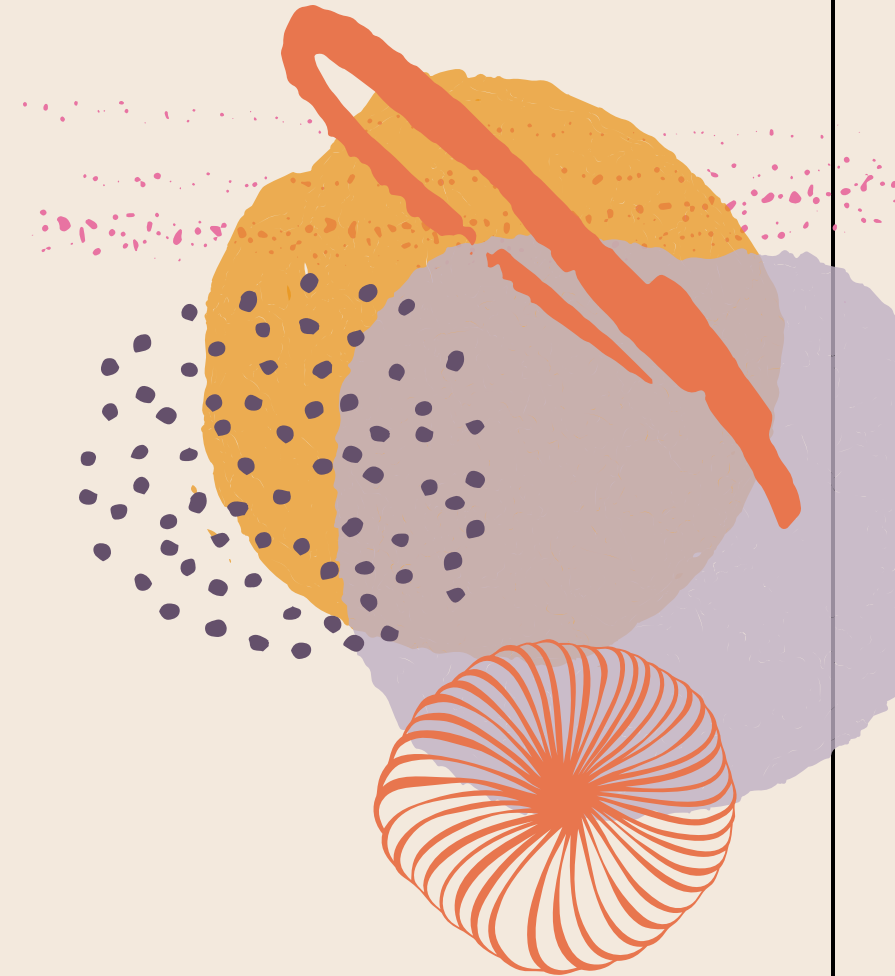# STRATEGY AND BUSINESS POLICY

PAL'S SUDDEN SERVICE ANALYSIS

-VIHITHA CHINNABATHINI
 SM22UBBA040

SWOT

STRENGTH – Qualtiy focus, efficiency in operations, menu innovation, focus

WEAKNESS – Less Regional coverage , limitation in training and revenue stream, Restricted Menu

OPPORTUNITIES–Expansion into Existing Markets, AI for inventory, TechnologicalUpgrading, Experiential marketing and management

THREATS – Competition in the Industry, Always changing customer needs, Economic Issues.
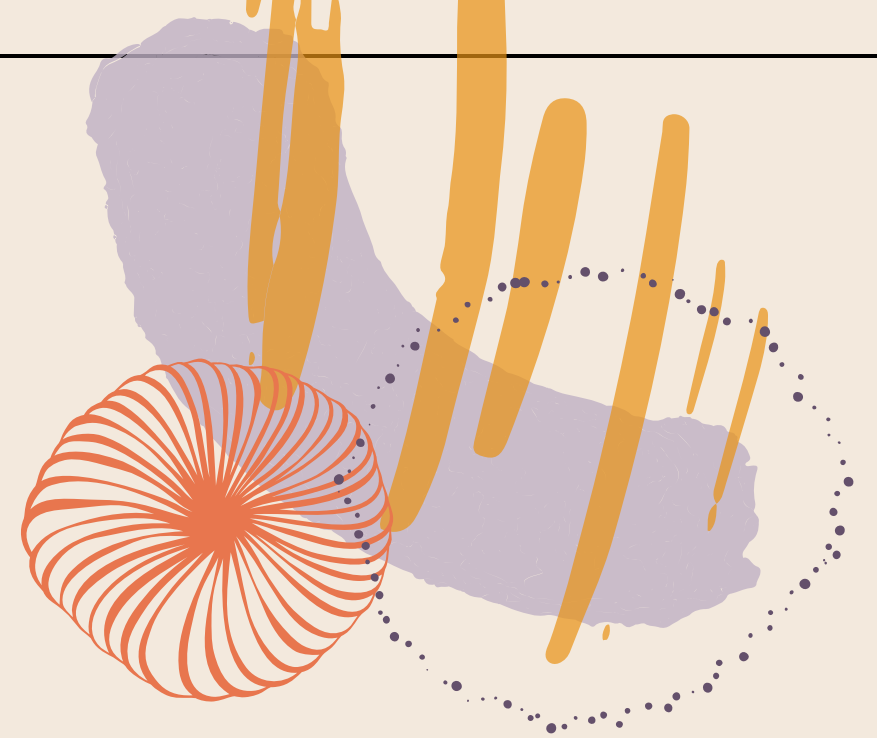
5 FORCES ANALYSIS

Threat of New Entrants – Low

Reason: High entry barriers due to specific training and model based on the owner

operatons and regulations .

Bargaining Power of Suppliers – Moderate

Reason: large number of suppliers reduce the bargaining power of the suppliers

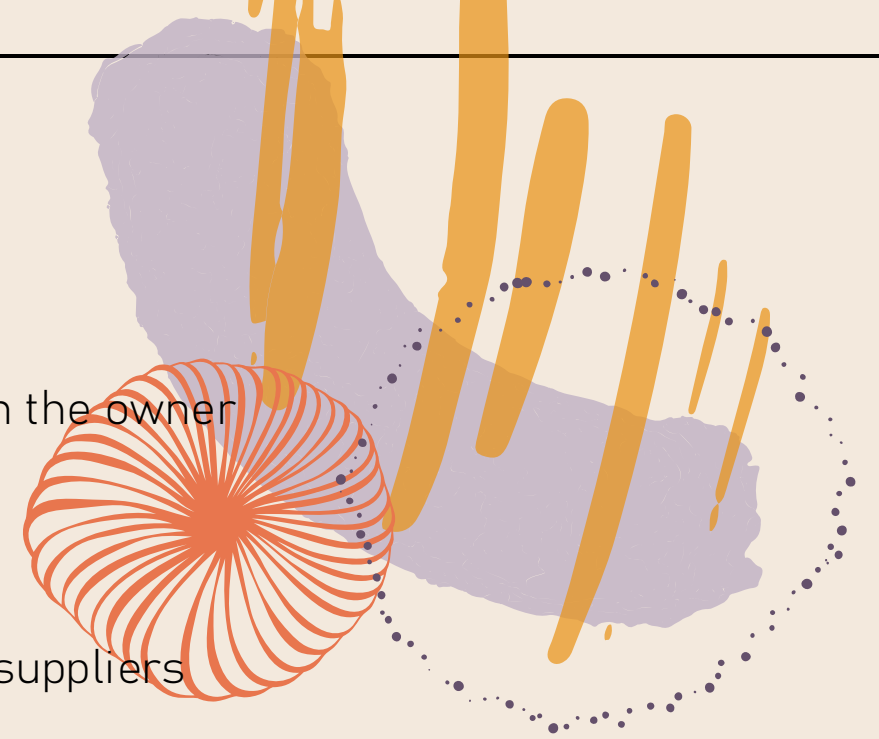Bargaining Power of Customers – Moderate

Reason: Customers prefer quality and effeciency but they have alternative also

Threat of Substitutes – High

Reason: Varied choices will always increase the urge for innovation all the time.

Competitive Rivalry – High

Reason: heavy competition requires more efficiency, effectivness and innovation.

VALUE CHAIN

Inbound Logistics

Strong supplier relationships; limited menu aids in efficiency.

Reduce growing food expenses by making backup plans.

Operations

- Zero defects are guaranteed through strict training and efficient methods.
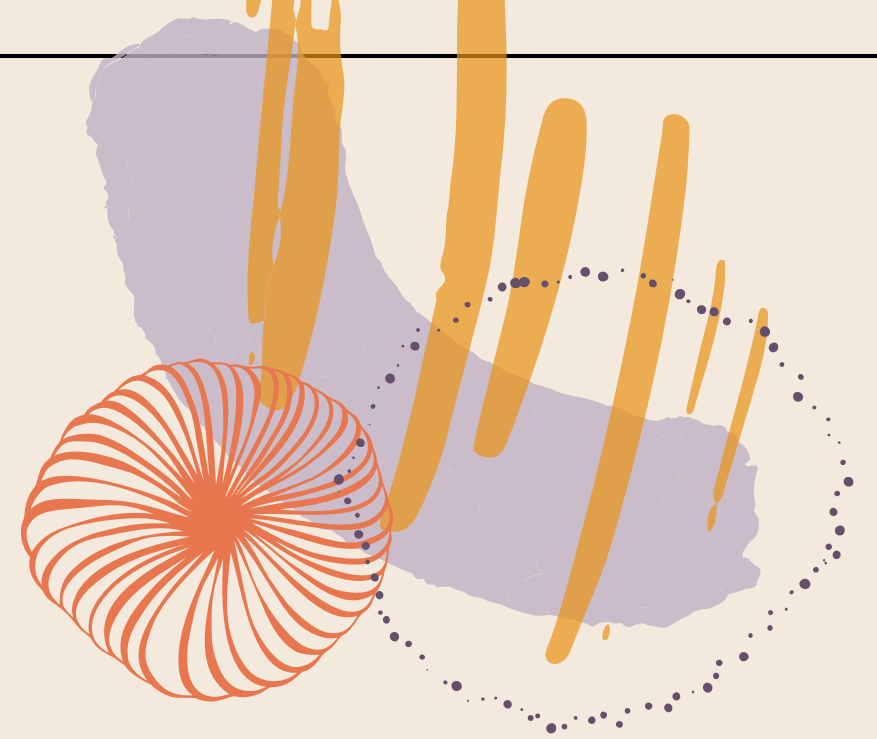
Outbound Logistics:

- A good drive-through strategy will reduces wait time.

- Work with delivery services to improve convenience.

Sales and marketing

- limited online visibility; regional loyalty.

Service

- When workers are empowered, they provide better customer satisfaction.

- Create mobile apps for ordering and payment.

COMPETITIVE ANALYSIS

Factor	Pal's Sudden Service	Competitors
Speed	18 seconds per order (peak times).	McDonald's: 64 seconds; Taco Bell: 104 seconds.
Error Rate	1 error per 3,600 orders.	Industry average: 1 error per 15 orders.
Menu	Focused on a limited menu for operational efficiency.	Broader menus, higher complexity (e.g., McDonald's all-day).
Unit Revenue	$1,975 per square foot.	McDonald's: $833
Growth Approach	Slow, controlled; no franchising.	Aggressive, often franchise-based (e.g., McDonald's).
Culture	Rigorous training and owner-operator model.	Franchise-driven, less emphasis on rigorous employee culture.
Training	135 hours for new hires.	Industry average: ~2 hours per process.

QUESTION 1

- Historical Evaluation and Recent Changes
- Expected rate and Pace of Development
- Marketing , operations and Management Issues
- Problems faces because of Dilution and Scalability
- Annual Growth Scenarios

QUESTION 2

- Ownership and Operational Structure
- Likelyhood of Changing to the Model
- Challenges in Balancing Growth and Standards
- Other options for increased Growth
- Operational Flexibility in terms of Partnership

QUESTION 3

. No-Defects policy
. Customer-Centric would benefit
. Concentrate on the Owner-Operator Model
. Employee Recognition Programs will
also   increase harmony among them.
. Leadership Development Focus

QUESTION 4

- Four-Step Training Process inncreases scalability
- Cross-Training
- Customer-focused Empowerment
- Scalability and variability in training modules
- Cultural Initiatives Programs

Thank you