**Scenario**

A man named Arjun took a shop on rent near BTM Layout , Bangalore, not in main road as a local shop. The rent of shop is 14000rs per month. He converted the shop in fast food hotel and starting selling vegetarian and non-vegetarian food.

He ran the hotel for total of 5 months, in which by the first 3 months he made a profit of around 100000rs, with the sales of around of 300000rs. As the veg food was not getting out he stopped selling it after 2nd month. After 4-5 months he had a huge loss in his investment. He has a due of 2 months to pay the rent.

The sales has drastically gone down and he is thinking to close the shop.

**DATA**

First we will have the look on some of the main item of the hotel

|  |  |
| --- | --- |
| ITEM | PRICE |
| Chicken Biryani | 70rs |
| Egg Biryani | 70rs |
| Veg Biryani | 60rs |
| Chicken Manchurian | 60rs |
| Paneer Masala Dosa | 130rs |
| Rava Dosa | 70rs |
| Idli Vada | 30rs |
| Spring Roll | 40rs |
| Paneer 65 | 99rs |
| Hakka Noddle | 75rs |

Other than this there are more 17 items which didn’t got enough response.

DATA

Now lets have a look on first 3 months sales and profit data

|  |  |  |  |
| --- | --- | --- | --- |
| Months | Item | Price | Profit |
| First, Second and Third Month | Rava Dosa | 70rs | 9% |
| Spring Roll | 40rs | 7% |
| Chicken Biryani | 70rs | 17% |
| Egg Biryani | 70rs | 15% |
| Chicken Manchurian | 60rs | 15% |
| Chicken 65 | 99rs | 19% |
| Other Items |  | 18% |

As the data is not provided, the profit data mentioned above is assumed.

**Problem statement**

Here the above profit is the average of three months, where non-veg items has got a good response. The veg food was stopped after first month, still after taking the average of three months few veg items are with good percentage in above table. As compared to veg food non-veg food has got good response. Also the food which got response has low price , high price food has not got enough response.

The Arjun (owner of shop) due to his laziness didn’t fixed the delivery service for his shop. The people asking for parcel service were not getting good packed food.

**SOLUTION**

* Firstly Arjun needs to start some veg food which got good response again. He should add few more non-veg starters , seasonal drinks and soup to the menu.
* Dosa dishes has got good response so some more varities of dosa should be added to the menu.
* He should take the shop to online platform like swiggy, zomato, google map.
* Packing service for parcel should be improved.
* He should ask for the feedback so improvement can done according to customer’s feedback.