Efficiency-Driven Menu Optimization & Workforce Management

A Proposal report for the BDM capstone Project

Submitted By

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Declaration Statement

I am working on a Project **titled Efficiency-Driven Menu Optimization & Workforce Management**. I extend my appreciation to **A2Z Facility Management Services**, for providing the necessary resources that enabled me to conduct my project.

I hereby assert that the data presented and assessed in this project report is genuine and precise to the utmost extent of my knowledge and capabilities. The data has been gathered from primary sources and carefully analyzed to assure its reliability.

Additionally, I affirm that all procedures employed for the purpose of data collection and analysis have been duly explained in this report. The outcomes and inferences derived from the data are an accurate depiction of the findings acquired through thorough analytical procedures.

I am dedicated to adhering to the principles of academic honesty and integrity, and I am receptive to any additional examination or validation of the data contained in this project report.

I understand that the execution of this project is intended for individual completion and is not to be undertaken collectively. I thus affirm that I am not engaged in any form of collaboration with other individuals, and that all the work undertaken has been solely conducted by me. In the event that plagiarism is detected in the report at any stage of the project's completion, I am fully aware and prepared to accept disciplinary measures imposed by the relevant authority.

I understand that all recommendations made in this project report are within the context of the academic project taken up towards course fulfilment in the BS Degree Program offered by IIT Madras. The institution does not endorse any of the claims or comments.

Signature of Candidate:

Anjali

Name: Anjali Malviya

Date: 1st November ,2024

Executive Summary and Title

The project focuses on a A2Z Food Court located at Gomti Nagar, Lucknow, UP. This is a division of A2Z FMS, operates within the hospitality and management services sector, specializing in a B2C model to serve costumer.

Known for its commitment to quality, the business faces significant challenges, including limited profit margins, high labor costs, and sales concentration in only a few menu items, despite an extensive selection.

To tackle these issues, the project will conduct a detailed Sales & Growth Analysis, leveraging data analytics tools like Excel to explore sales patterns, consumer preferences, and labor efficiency over the past year. By identifying key items, high-demand periods, and labor utilization insights, this analysis aims to optimize inventory management, streamline operations, and enhance profitability.

The findings will guide A2Z Food Court toward improved resource allocation, better menu optimization, and overall business growth, aligning with its vision for operational excellence and financial sustainability.

Organization Background

A2Z Food Court, a part of A2Z FMS, operates from Lucknow, UP, and has been in business since 2016. Founded by Mr. Pradeep Panwar and his two co-founders, the goal was to create a food court that offers customers great value for money without compromising on quality. They are dedicated to providing high standards in every aspect of the dining experience.

Their approach is rooted in their QHSVA philosophy, which stands for Quality, Hygiene, Service, Value for Money, and Atmosphere. This means every meal served meets stringent standards, ensuring a clean, pleasant environment that patrons appreciate. The team is also very mindful of food freshness and practices the FIFO (First In, First Out) rule in their storage. By placing newer stock behind older items, they ensure the freshness of every item served, highlighting their commitment to both quality and efficiency in food safety. In all, A2Z Food Court stands out by focusing on these details.

Problem Statement

Problem Statement 1: A2Z Food Court's sales are mainly from a few items, limiting growth. This study will explore strategies to boost sales across more menu options and enhance market presence.

Problem Statement 2: A2Z Food Court lacks a system to track and connect purchase and sales data, complicating spending control. This analysis will establish better tracking to support smarter financial decisions.

Problem Statement 3: A2Z Food Court's high labor costs are affecting profits. This study will identify peak and off-peak periods to help optimize staffing and manage labor expenses more effectively.

Background of the Problem

A2Z Food Court is dealing with several big challenges, including high labor costs, low sales, and a lack of effective tracking and analysis of their purchase and sales data. These issues are holding them back from growing and succeeding in a competitive market. Without a clear understanding of their finances and what customers want, it's tough for them to come up with strategies to improve.

On the inside, they struggle with managing these labor costs and sales because they don't have the right systems in place to track and analyze their purchase and sales data. This disorganization makes it hard to keep an eye on spending and often leads to poor staffing decisions. As a result, they miss out on making informed financial choices that could boost their profits.

Looking outward, A2Z Food Court's high labor costs and low sales put them at a disadvantage against competitors. They also face changing customer preferences, which makes it challenging to attract and keep customers. Without a good grasp of market trends and what customers are looking for, it's increasingly difficult for them to tackle these challenges and improve their overall performance.

Problem Solving Approach

To tackle A2Z Food Court's operational and sales challenges, I am using a clear, data-driven strategy. By looking at past sales data, I aim to make the business more efficient and boost revenue. Based on the issues I've found; I am focusing on practical solutions and strategic actions to help the Food Court overcome its current problems.

A key part of my approach is to closely analyze sales data from the past 12 months. By examining this data, I am looking to find patterns, trends, and seasonal changes in items demand. Understanding what customers prefer and which items sell well will help me create specific strategies to increase revenue and improve Food Court's position in the market.

To address the lack of cross-tracking in data, an Excel-based data tracking system will be set up to integrate Food Court's sales and purchase data. This approach will involve linking sales and purchase entries through common data points, allowing for easy comparisons of spending against sales performance. This cross-tracking system will help Food Court identify spending patterns, align inventory needs with customer demand, and ultimately support more effective cost management.

To tackle the internal challenges faced by Food Court, excel workbook will be developed with linked sheets for purchases and sales data. The purchase sheet will track item names, quantities, costs, and dates, while the sales sheet will log sales revenue, dates, and quantities sold. By utilizing formulas and pivot tables to analyze and compare data across these sheets.

Integrated analytics will be established for Food Court, bringing together data into one cohesive platform. This system will give a comprehensive view of the business, helping to improve decision-making and streamline operations. By allowing for real-time adjustments based on sales trends and staffing needs, it will effectively address the current challenges of data disorganization and the lack of cross-tracking, ultimately enhancing efficiency and profitability.

In summary, the problem-solving approach for Food Court focuses on using sales data to improve overall operations. By analyzing sales trends, tracking purchases, and managing labor costs more effectively, they can identify areas for improvement.

Expected Timeline
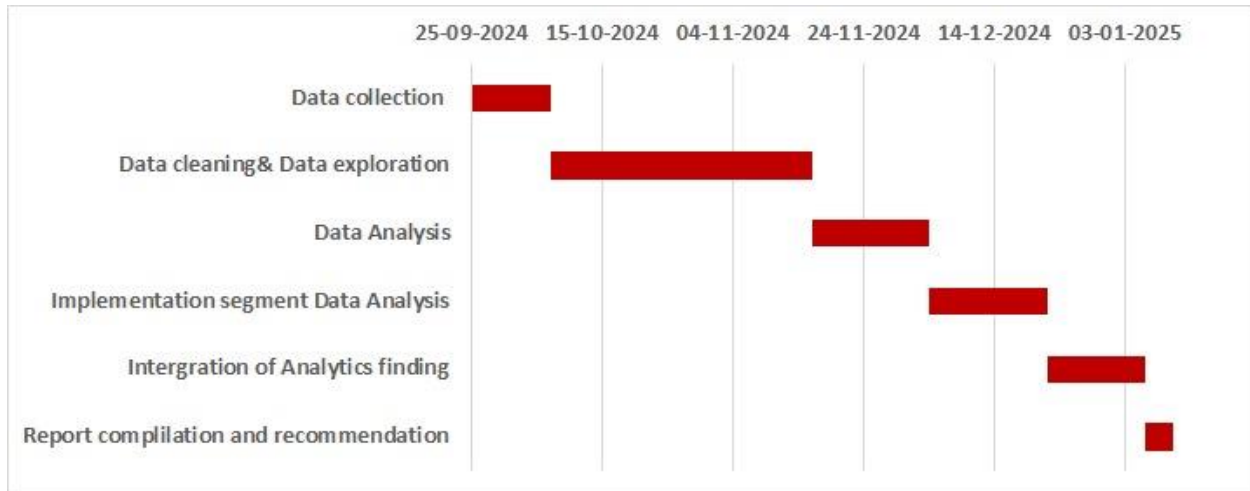
The expected timeline for this project is 3-4 months. In the initial phase, data collection will focus on historical sales data and operational metrics. The subsequent stage involves meticulous data cleaning to ensure accuracy. The final week will see the implementation of advanced analytics techniques, including segmentation analysis and predictive modelling, to extract actionable insights.

Expected Outcome

The proposed solution for Food Court focuses on improving financial oversight, and driving sales growth. By studying past sales trends, A2Z can reduce its reliance on a few popular items, broadening its appeal to reach more customers. This approach encourages menu diversification, allowing A2Z to adapt to changing customer preferences and attract new patrons.

A2Z can better understand its spending patterns, making it easier to manage inventory levels, avoid unnecessary stockpiling, and reduce the risk of running out of key items. Additionally, aligning staffing schedules with sales patterns will help control labor costs, ensuring that A2Z is well-staffed during peak hours and avoids excess labor costs during slower times. This approach aims to streamline A2Z Food Court's operations and financial planning, setting the stage for sustained growth and improved market presence.