Mi Amor Restaurant's Sales
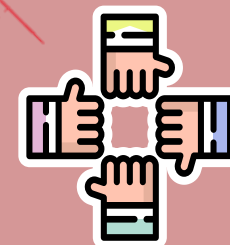*Nazreen Zulaikha Binti Nazrul Azly*

INTRODUCTION ☒

Business main objective is to gain profit by offering goods or services to consumers. Business is generally defined as an organization or enterprising entity engaged in commercial., industrial or professional activities. Tracking business's sales are very important because we can analyse how is the business status. Is it good, the business gains a lot of revenue from sales or bad, it facing losses from not having so much sales coming in. Other than that, business owner also will able to know where are the weaknesses and turn it into strengths. On the right side is the sales summary of 24 days working period.

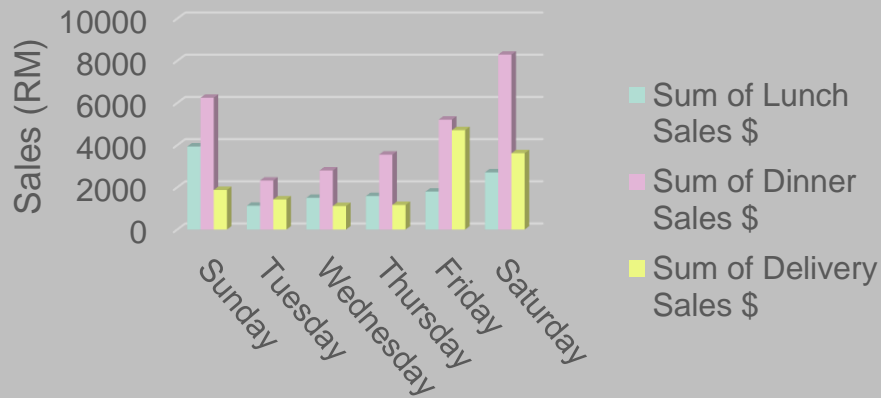| Row Labels	Sum of Lunch Sales $	Sum Of Dinner Sales $	Sum Of Delivery Sales $
Sunday	3936	6244	1873
Tuesday	1127	2320	1425
Wednesday	1501	2798	1111
Thursday	1586	3549	1163
Friday	1796	5208	4707
Saturday	2708	8289	3617
Grand Total	**12654**	**28408**	**13896**

☒

The total sales of the restaurant in the period of 24 days are **RM54,958**.

As we can see, dinner sales are the highest contribution in revenue which is in total **RM28,408** among lunch and delivery sales which are **RM12,654** and **RM13,896** respectively.

Restaurant Sales

Sales (RM) — 10000, 8000, 6000, 4000, 2000, 0

Sunday, Tuesday, Wednesday, Thursday, Friday, Saturday

- ■ Sum of Lunch Sales $
- ■ Sum of Dinner Sales $
- ■ Sum of Delivery Sales $

Dinner Sale

Based on the pattern of the graph, most customers spent their money on dinner. It is because most of the time, people are working during the day and only have time to spend for their own time or with friends and family is only outside the working hours. That's why dinner sales have the highest sales among the other sales which in total of RM28,408.

Delivery Sale

Delivery sales is at the second place after dinner sales which in total RM13,896. With the technology advancement nowadays, consumers able to easily eat restaurant's food without stepping outside their house door. Applications such as Food Panda and Grab Food offering the delivery service and make eating out easier for them. In other words, consumers may spend more on delivery service because they are too busy or not having enough time or no transportation available to get the food in the restaurant. As example, university students.

Lunch Sale

Lunch sale has the lowest sale among all of the sale in total RM12,645. It may because most of the consumers do not have much time spend to get their lunch and choosing delivery service instead. Normally, lunch break period only given one to two hours only. For a busy person, eating at a restaurant maybe not a good choice for them to spent in their limited break period. Plus, the travelling time also included in the same break period.

Top pick's day for Lunch is on Monday, meanwhile for dinner are Friday, Saturday and Sunday and for Delivery is only on Friday. These pick's day got more than RM1000 sales a day. As we can see that, pick's day are on weekends meaning consumers are hanging out on weekends.

Furthermore, Tuesday, and Wednesday are not consumers favourite day which the sales for those day only got from RM200 to RM600 a day for the whole month.

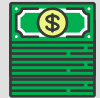## Suggestion to increase the sales of Mi Amor Restaurant

Discount Sale ☒

Giving customers discount by offering coupons to use in the restaurant Example, buy two dishes, got the 50% off for the third dish.

Increase Promotion ☒

As Tuesday and Wednesday are low on sale especially for lunch and delivery, promoting the restaurant using the appropriate advertisement tools may reach plenty of new customers and in return, increments in sales.

CONCLUSION ☒

At the end of the day, financial tracking and planning are initial for enterprises to arrange strategy and the most important thing is able to analyse and recognize the strengths and weaknesses. With a proper strategy, this restaurant can gain customer satisfaction and loyalty. In order to achieve that, they need to always improve their quality in term of goods and services.

"Every problem is a gift—without problems we would not grow." – Anthony Robbins