

1. INTRODUCTION:

My project is a website for famous well-established Restaurant **SWAAD**-whose theme focuses on "Good Food,Good Life".People can check-in reviews and order healthy,tasty,organic and nutritious food from "SWAAD" which has the best Indian specialities. SWAAD also has its sub-branch for Sweets and desserts called SWAAD MITHAAS, owned by the same.In short,"SWAAD is The Taste of India", providing many services across India,its main branch is in Hyderabad and it will be soon reached out to other parts of the country.The customers who visit the website can know SWAAD's

- 1.Working Hours,
- 2.Location,
- 3.The cuisine(menu),
- 4.Special Events,
- 5.SWAAD's ambience,
- 6.Online orders for food delivery,
- 5.Other Services

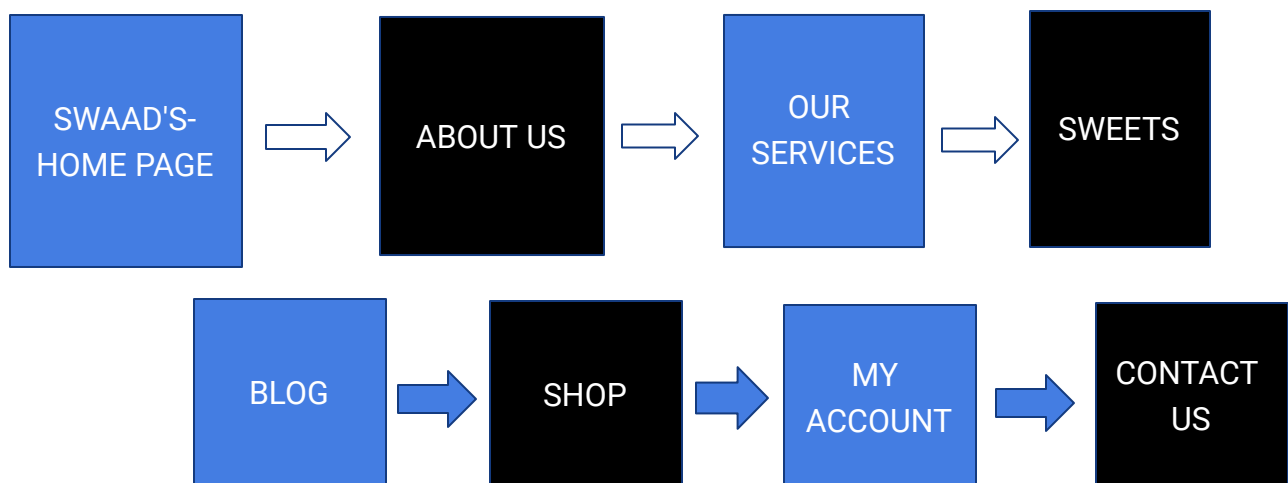
Purpose: To help customers choose "SWAAD" over other eateries and grow the restaurant's business and benefit is, to also provide jobs for small-scale industry,as SWAAD's dishes are cooked from freshly grown vegetables and ration taken directly from farmers and to impact SWAAD's Indian food globally.

2. LITERATURE SURVEY:

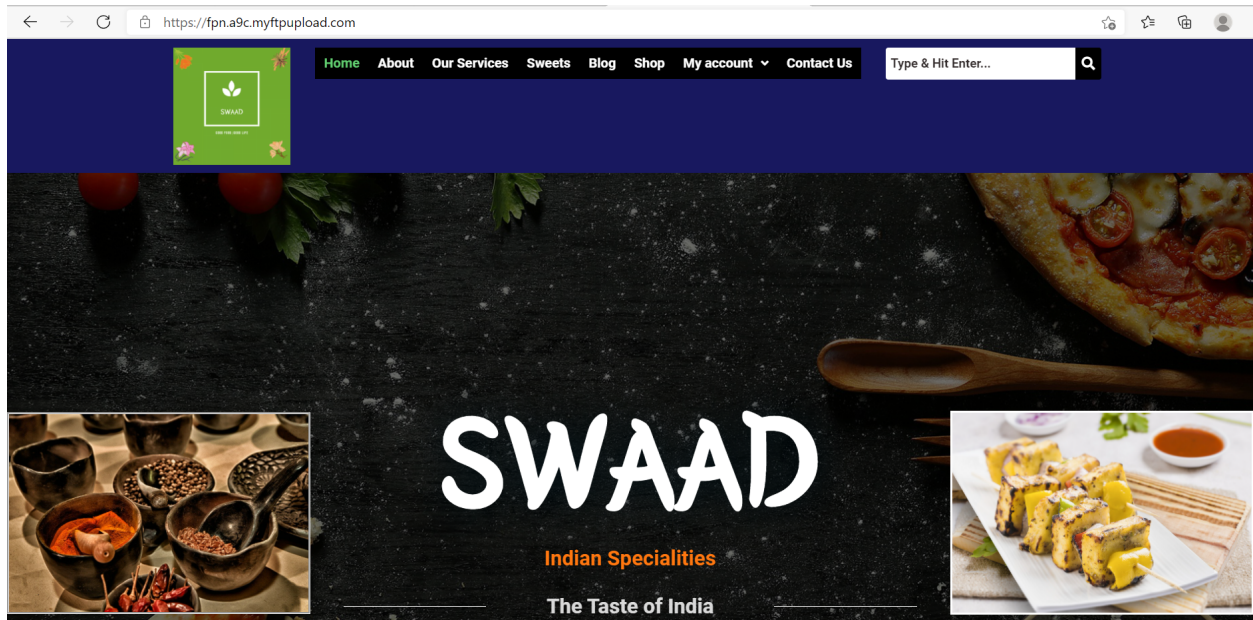
Existing Problem: Due to pandemic, people are mostly restricted to their houses, not confident about going to hotels/restaurants and also most public are working from home, and it gets overloaded for working women/men to manage everything, also who doesn't miss the tasty Biryani?

With this,even though "**Not motivated to cook but still want a good meal?**" SWAAD came up with zero contact online delivery services, and sanitized and quality ingredients,to carry-out the hotel's business.

3. THEORITICAL ANALYSIS:



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LANDING PAGE OF SWAAD

HARDWARE AND SOFTWARE REQUIREMENTS:

- CREATING XAMPP SERVER
- CMS- WORDPRESS
- CONNECTING XAMPP AND WORDPRESS
- HOSTING

4. EXPERIMENTAL INVESTIGATIONS:

According to the restaurant review website information in, the current study investigates how much traffic each restaurant review website gets by using statistical information from Alexa.com, a California-based subsidiary company of Amazon.com that provides commercial web traffic data and analytics. Results found the most popular restaurant review websites are Yelp (globally ranked 274th), followed by TripAdvisor (297th), Zomato (909th), and OpenTable (2,887th) respectively. To consider the website traffic statistics by country, Zomato is found to be unpopular in the United States (ranked as 2,102th), whereas OpenTable (499th), TripAdvisor (88th), and Yelp (41th) are found to be the top three most popular restaurant review. The current study posits that the presentation capability of a website is another key ingredient for the success or failure of a restaurant review website. In a study by Google (Tuch et al., 2012), researchers found that users will judge whether a website is appealing or unappealing within

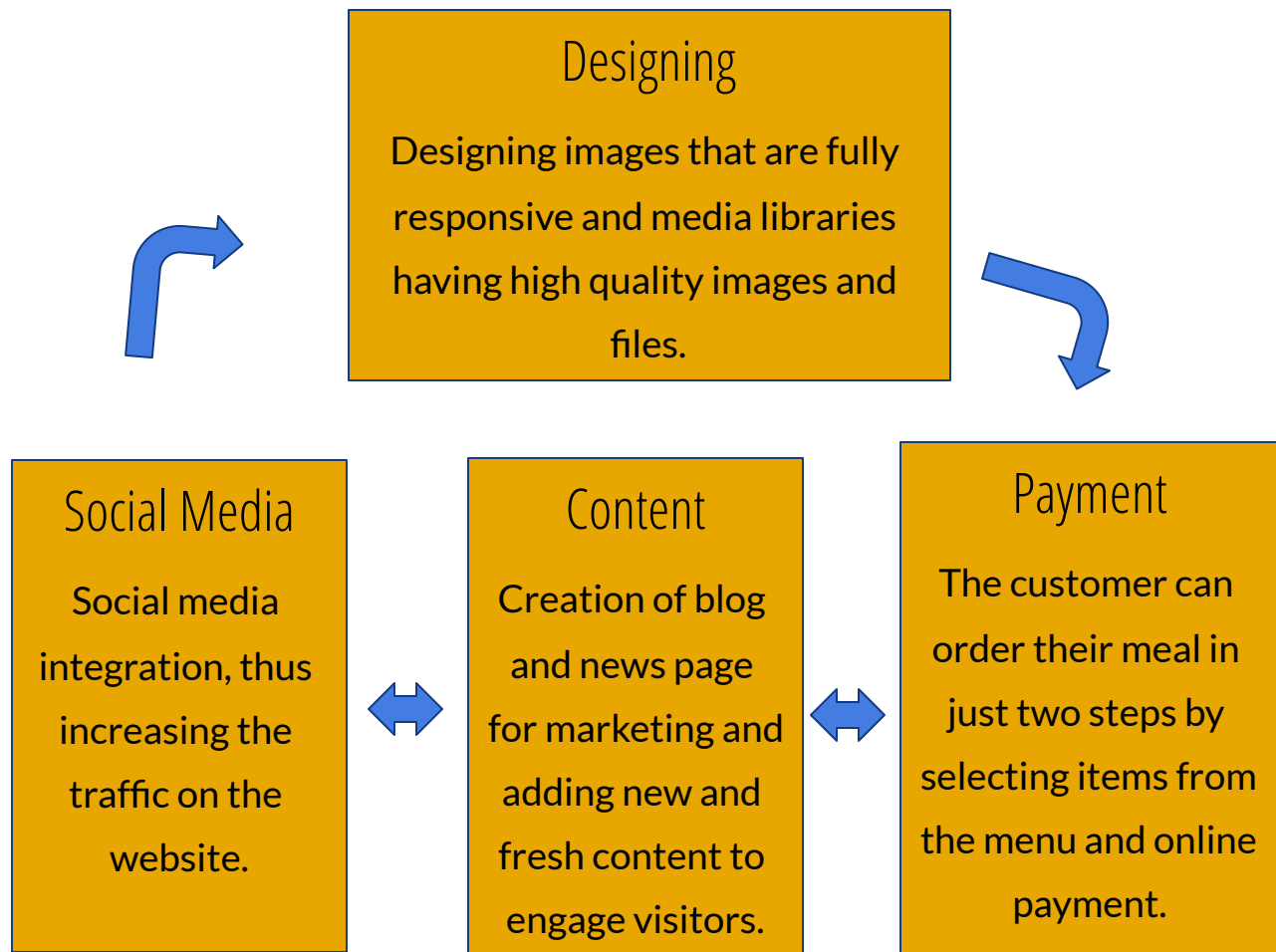
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20-50 milliseconds of exposure. Users also preferred websites which are less visually complex (Tuch et al., 2012). In a restaurant review website context, millions of users generate millions of reviews for millions of restaurants, therefore it is important for a web developer to make scalable the massive amount of information that goes into one website. Features of restaurant review websites such as category filter, rating, and ranking can be critical because they allow users to be able to process information easier. Moreover, the media-sharing feature that allows users to post photos or videos can also make the review website appear more trustworthy. However, whether users will adopt the recommendation from the review website is still unexplored. Understanding the factors that determine how consumers perceive each attribute of the restaurant review website will be a major contribution for this study.

Constructs, Adapted Scale Items, Original Scale Items, Original Cronbach's Alpha, and Sources

Construct	Adapted Scale Items	Original Scale Items	<i>a</i>	Sources
Simplicity	(1) In this restaurant review website everything was easy to understand.	• In this website everything is easy to understand.	0.79	Flavián et al. (2006).
	(2) This restaurant review website was simple to use, even when using it for the first time.	• This website was simple to use, even when using it for the first time.	0.71	
	(3) It was easy to find the information I needed from this restaurant review website.	• It is easy to find the information I need from this website.	0.85	
	(4) The structure and contents of this restaurant review website were easy to understand.	• The structure and contents of this website were easy to understand.	0.88	
	(5) It was easy to move within this restaurant review website.	• It was easy to move within this website.	0.84	
Usefulness	(6) Use of this restaurant review website decreased the time needed for restaurant search.	• Use of my technology product decreases the time needed for my work/study/life tasks.	0.52	Purnawirawan et al. (2012).
	(7) Use of this restaurant review website increased my chance to find a better quality restaurant.	• Use of my product increases the quality of output for the same amount of effort.	0.63	
	(8) I found this restaurant review website useful.	• I found the reviews useful.	0.90	
	(9) This restaurant review website helped me to shape my attitude toward the restaurant.	• The reviews helped me to shape my attitude toward the hotel.	0.90	
	(10) This restaurant review website helped me to make a decision on a restaurant choice.	• The reviews helped me to make a decision regard this hotel.	0.90	
Visual Appeal	(11) The visual of this restaurant review website was attractive.	• The visual of my product is attractive.	0.93	Bart et al. (2005), and Lee et al. (2011).
	(12) This restaurant review website was esthetically appealing.	• My product is esthetically appealing.	0.97	
	(13) This restaurant review website was visually appealing.	• My technology product is visually appealing.	0.94	
	(14) This restaurant review website displayed visually appealing design.	• My technology product displays visually appealing design.	0.92	
	(15) This restaurant review website was engaging and captured my attention.	• The site is engaging and captures attention.	0.93	
Social Presence	(16) Seeing other consumer's posted photos in this restaurant review website was part of how I see others' dining experiences.	• New item.		Kumar & Benbasat, (2006).
	(17) The photo-sharing feature of this restaurant review website enabled me to form a sense of sociability in the website.	• There is a sense of sociability in the website.	0.87	
	(18) There was a sense of human sensitivity in the restaurant review website.	• There is a sense of human sensitivity in the website.	0.85	
	(19) There was a sense of human contact in this restaurant review website.	• There is a sense of human contact on the website.	0.88	
	(20) There was a sense of personal touch in this website.	• There is a sense of personalness in the website.	0.90	

5. FLOWCHART:



6. RESULT:

SEO: The page view increased at a constant rate and SEO tools helped in increasing ranking of the website.

MOBILE: Mobile visitors accounted for almost 60% of the traffic.

WEBSITE: The number of people ordering via website rose sharply and accounted for two third of the orders.

REVIEW: The website got a lot of positive reviews from customers and the time spent

on the website increased to over 5 minutes.

7. ADVANTAGES AND DISADVANTAGES:

1. Low Advertising Costs

Print ads and commercials are expensive. With a website you can display an endless amount of print information at a fraction of the cost. Information is available 24/7 to anyone with internet access and you can easily update out-dated information on your website whereas the cost of re-printing flyers is far greater.

2. You Can Give Key Information On Your Location, Menu, Opening Times and Special Offers

A website gives you a platform to provide the basic information your customers may need to know about your restaurant including hours of operation, directions, payment methods and more. By answering these basic questions, you can decrease the amount of time your managers and staff need to spend answering phone calls. You can also keep customers aware of any promotions, such as pre-theatre menus, lunch deals or Christmas offers.

3. You Can Include Customer Testimonials

You can include customer testimonials on your website or if your restaurant has been lucky enough to be featured in a publication such as a review by a restaurant critic in a newspaper you can link to this from your site. This will help to build your restaurant's credibility.

A website may also help your chances of being reviewed by bloggers as they have a resource to gain information about your history to add to their article.

4. Increases Awareness of Your Business

When people are looking for information the first place they will look is on the web. It is important that if someone is looking for your business they can find the information that they need quickly so they are less likely to become disgruntled and consider your competitor(s).

5. You Can Improve Search Rankings

By investing time into search engine optimisation (SEO) you can help your business show for related search terms. For example if your website shows for someone searching 'late night café', 'Italian restaurant' or 'family friendly pub' you will gain more exposure and hopefully more customers.

6. You Can Build a Solid Brand Image

A website will help your business to build a professional image. Particularly if you are just starting out, a website is a great method for helping customers become acquainted with your brand. With the correct marketing it may even convince customers to seek you out and try for themselves. High quality images will help entice customers to visit.

7. Differentiate Your Business from the Competition

If all of your competitors have an online presence it only makes sense that you should too. Many competing restaurants may already use a website to promote themselves; stealing your business. A well-presented easy to use website will help you highlight what you do well and may persuade customers to pick you over alternatives. Lack of a website may also suggest that you

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are no willing to invest into your business

8. Book Online Features

You can easily add an online booking link or app to your website giving your customers a quick way to make reservations on the go.

9. A Way to Promote Other Services

A website gives you a channel to promote your other services. Offer catering or private events? Creating pages for these and using SEO (see point 5!) can generate more business.

10. Sell Gift Cards

With a website which enables online selling you could even sell gift vouchers online. This can help drive more business, particularly around Christmas or other events where people are looking for gifts.

DISADVANTAGES:

Labor I'm sure you've noticed that most food businesses need a lot of employees to function properly and smoothly with the majority of those workers being low-paid. That leads to a workforce of unreliable employees with a high turnover rate. Finding and keeping qualified employees is a major challenge for the food industry.

Low margins – The food industry is very price sensitive, more so in the world of fast food chains. This leaves you with a very fine line to walk with cost of goods, labor and making a profit. It's true that food franchises often see high revenues but the net margins are often overlooked. You are also susceptible to food spoilage and theft along with other issues only found in the food industry. I've seen anywhere from 4%-11% depending on rent, food and labor cost. We'll talk more about this later on when negotiating rents and setting up a clear budget. We will also explore my free restaurant software www.recipe-costing.com that can help you get your costs and your daily breakeven number.

Expensive initial investment – A restaurant will require a substantial investment from you in order to get started. You need to pay for many items up front in order to run the business. Not only do you need to pay for the food and labor, also ovens, grease disposal, venting, furniture, point of sale system, and maintenance among many other expenses.

There will always be more disadvantages in the restaurant business than there are advantages. I think more so in the food business with thousands opening up a restaurant in the U.S. not to mention all over the world. There are people out there that

are great cooks at home, and that's where they belong at home unless they're ready to face some of the challenges that are far from cooking and there are many. Building out a restaurant can be fun or a nightmare. Setting up a POS system can be easy or hard. Dealing with the State and County is never easy. These things have nothing to do with cooking; unfortunately, it has to be done to open the doors.

8. APPLICATIONS:

It handles everything from payment processing and splitting checks to reservations and order taking.

The website lets you enter a customized table layout to mimic your bar or restaurant. This helps to eliminate any confusion when it's time to seat customers, assign tables to employees, or expedite food to customers.

It also has the ability to store your entire menu, so your wait staff can take orders directly from an iOS device at the table. Once an employee inputs an order, it gets sent straight to the kitchen via a kitchen printer. The chefs can start preparing the meal immediately, and there's no messy handwriting to interpret or questions about ticket times. From downtown corner cafes to celebrity chef-owned upscale eateries, a restaurant POS system is an absolute must-have if you want to run a streamlined and efficient operation.

9. CONCLUSION:

What you do not own, you do not have control over It seems like every day new entrepreneurs are learning this lesson from scratch.

We can't control Facebook, Twitter, Medium, or LinkedIn – in some cases, not even the content you publish to these sites. What you do own is your website, and you should effort to make it your central hub on the web. Building out your site will **make you more discoverable online**, and create more entry points for people to discover the great food and experience you have to offer them.

10. THE FUTURE SCOPE...

If I only had a crystal ball, to see what the next trends in the food industry will be? Will the economy be on a rise or are there more financial pitfalls keeping customers away from retail and eating out? We just don't know and that's one of many things that make

it hard in this business. I remember TCBY and ICBY they came about in the early 90's the yogurt trends. They were opening all over New York and New Jersey, and people couldn't get enough frozen yogurt. A couple of years later they closed as quickly as they opened. Here we are in 2014 and now we have new players in the yogurt industry. Regardless of the uncertainty of speculating what the future will bring, trying to predict the next big trend coming down the pike is important for anyone in this business. And nowhere is it more important than in the restaurant industry, where operators strive to fulfill customers' most basic needs and their most fanciful desires. One thing we can agree on is convenience and quality. Customers want great tasting; healthy quality food and they want it fast. They don't want to be inconvenienced by long waits, and food that's been sitting on a shelf begging to be bought. They want to feel they're eating in a safe, and clean, restaurant. Make your customers feel this way and chances are they'll come back, and repeat customers will make you successful.

11. BIBLIOGRAPHY:

REFERENCE SITE: <https://sktthemesdemo.net/restro/>