

Solution to Question 2:How to increase the revenue? What strategies to apply?

1)To increase the revenue or sales he should promote the dishes which make him earn more profit.

2)He should promote online ordering by offering certain discounts on large orders.

3) By hosting events like comedy nights, karaoke nights, guest performance and by organising various exciting events that will compel the customers to visit his restaurant on that particular day.

4)He should take advantage of social media to connect with his customers by commenting on their reviews,sharing photos of his restaurant's food,and putting out exclusive offers for his followers and updating his customers about the events.

5)The staff should be well trained to upsell the menu items like by telling them about the special dishes of restaurant which are most liked by people and treating the customers with respect and kindness.

6)There by some dishes which are not ordered much and are less liked by the customers.So it means those dishes are not letting him earn desirable profit. The solution is to either delete those dishes from the menu or improve the dishes by learning from the reviews or there may be a reason that he is lacking in promoting those dishes.

7)By taking the reviews and complaints of the customers seriously and try to work on those complaints to improve them so that the next time when the customer visits he should not have the same complaint.

8) Since the database contains the detailed information about the most selling items and the least wanted ones, you he should discuss the issues accordingly with his chef, and bring the required changes in his menu.