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1 Introduction .

Opheem Restaurant is an SMEs operating in food restaurant and take away in food industry sector, providing excellent food varieties in Birmingham city centre. In this report, I will explore Opheem restaurant the current strategic direction of the organisation, conducting through analysis of the internal and external environment to meet stakeholder demands and sustainable long term strategic. Opheem ensuring the continued growth. And the success of food industry and to meet the customer needs and providing them excellently ready and good quality food.

Opheem Restaurant is a prime instance of a successful small and medium-sized enterprise operating in the hospitality sector created by Chef Aktar Islam, Opheem received recognition for its seamless blending of contemporary and conventional Indian cost, providing an unparalleled fine-dining encounter (Opheem, 2023). Opheem's story demonstrates the way strategic management is vital to SMEs and provides an illustration of

the potential and difficulties present in the highly competitive restaurant industry. The unique opportunities and difficulties that the SME environment offers demand a customized approach to strategic management. Opheem's experience provides helpful guidance on how to overcome these challenges and embrace opportunities. The investigation of how Chef Aktar Islam's innovative approach and leadership have played an essential part in Opheem's development and success will be the primary focus of this report. Examining Opheem's price, target market, sustainability and geographical approaches and how they contributed to the company's competitive advantage is essential. A discussion of how Opheem has successfully adapted to changing industry trends and customer preferences emphasizes the importance of innovation for SME success (Lin, Song, Sharma, and Lee, 2020). Investigating Opheem's effective resource management, including its financial, technological, and staff members, can analyze the long-term viability and the importance of strategic planning for future success.

2. The organization's current strategic direction

Opheem Restaurant's current strategic direction demonstrates both strength and areas for enhancement in navigating the competitive, excellent dining industry. This analysis critically analyses the organizations' strategies to offer a holistic perspective on their growth and future success.

Strength in Current Strategic Direction

1. **Culinary Excellence:** Opheem Restaurant's strategic prioritize culinary innovation and excellence is a key strength. The restaurant is known for its innovative and delectable dishes, which make it different from another culinary markets. This dedication in a restaurant can attract the audience to try their innovative culinary items and gain a unique gastronomic experience.
2. **Reputation Building:** Opheem has successfully built a positive image in the industry. It has received prestigious accolades and garnered glowing feedback, improving its reputation and value. This brand image is an asset for attracting a discerning and loyal consumer base.
3. **Prime Location:** Opheem Restaurant is located in Birmingham city centre ; because of this location, it enjoys a prime location, guaranteeing a steady flow of patrons—the skills and expertise of employees play a vital role in providing unique dining experiences.

3. Navigating the Changing Landscape - An Environmental Analysis of Opheem Restaurant

Opheem Restaurant, an upscale dining establishment, operates in an evolving and competitive industry. To ensure its long-term sustainability, it is important to understand both the external and internal factors using tools such as PESTLE and SWOT. This analysis offers

a holistic insight into elements impacting the restaurant's operations and its potential for future success.

PESTLE Analysis

PESTLE Analysis	
Political Environment:	The political environment refers to the effect of government guidelines, regulations, policies, and stability on an industry. For Opheem Restaurant, it encompasses elements like food safety policies, licensing requirements, and labor regulations. A stable political environment can offer a good atmosphere for business work (Nicolau <i>et al.</i> , 2020). However, transformations in these policies, for example, strict health and safety regulations or alterations in labor laws, can significantly impact the restaurant organization. Adjusting to these developing political conditions is vital for Opheem Restaurant to ensure compliance and reduce the potential risk that, may arise from changes in the political landscape.
Economic Environment:	This factor helps the business to make effective strategies for short-term and long-term sustainable goals. The economic environment encompasses the broader financial conditions of restaurants, and it involves elements such as consumer spending, income level, and economic growth. Economic prosperity can help to increase customer spending on good dining experiences. However, at times of economic crisis, customers can reduce their spending, impacting the restaurant's revenue. As per the data provided by Statista (2023), the sales of restaurants fell in the UK during the COVID-19 pandemic, which also impacted the restaurant's revenue, and the revenue dropped by 14%. That is why it is necessary for Opheem Restaurant to closely monitor economic trends, adapt

	pricing strategies, and diversify providers to navigate fluctuations effectively.
Social	The social environment encompasses the cultural and social factors that impact businesses. For Opheem restaurant, it includes considerations like changing customer preferences, dietary trends, and the developing food culture. An evolving interest in food culture and gastronomy represents opportunities for attracting discerning consumers (Batat, 2021). However, changing consumer preference and dietary interest needs constant adaptations. And these things are also a concern for the restaurant company to change their business according to the trends. Opheem Restaurant has also stayed updated on sociocultural trends, providing menu options that resonate with its targeted audience and ensuring its offering stays relevant and appealing to the ever-evolving social landscape.
Technological	The technological environment introduces both opportunities and threats for Opheem restaurants. Implementations of technologies provide opportunities to improve consumer experience through an efficient reservation system, digital marketing, and streamlined kitchen options. This can attract clients who have a good knowledge of technology. However, the rapid changes in technological advancements create threats as they require continuous investment to remain competitive. Balancing with technological trends may result in operational inefficiencies and loss of audiences. Therefore, Opheem should stay agile in adopting and executing relevant technologies to utilize the advantages while addressing potential challenges in the ever-changing technological landscape.
Legal	The legal factor encompasses the laws and regulations that influence business and Opheem Restaurant; it involves aspects like health and safety guidelines, licensing

	requirements, and labour laws (TM <i>et al.</i> 2021). Coordinating with these legal laws is important to maintain the restaurant's image and reputation and ensure a safe and fair work environment. Along with the opportunities, it also contains threats for organizations like potential lawsuits and legal disputes, especially in sectors like food safety and labour issues. Opheem Restaurant must stay diligent in adhering to legal needs and efficiently addressing any legal challenges to safeguard its operations, company's reputation, and financial stability.
Environmental	Environmental elements in the context of OpheemRestrunats include factors related to sustainability and eco-consciousness. An opportunity situates in embracing sustainable practices, like sourcing local, organic ingredients and reducing waste, which can attract an audience who are very conscious of the environment and also improve the company's reputation (Singh <i>et al.</i>, 2021.). However, environmental threats involve the increasing emphasis on environmental regulations, like reducing waste and carbon emissions. Opheem must connect its operations with these regulations, and integrating environmentally friendly practices is essential for Opheem to reduce negative effects on the environment and ensure long-term sustainability while remaining in compliance with developing ecological standards.

SWOT

Strength	Weakness
Opheem Restaurant boasts several essential strengths that contribute to its long-term sustainability. Firstly, it is famous for its culinary excellence, providing technological and delectable dishes that captivate the	Along with its strengths, Opheem Restaurant has its weaknesses. First and foremost, its upscale nature and associated high price can limit its audience, potentially excluding those with more modest budgets.

palate of excellent dinners. The restaurant has fostered an effective reputation, earning positive reviews and prestigious accolades, improving its brand reputation and attracting a loyal consumer base. Opheem's team involves exceptionally skilled and talented workers, from chefs who craft unique meals to service personnel who offer impeccable dining experiences (Lubis, Absah, and Lubis, 2019). This business has to primarily focus on urban areas to ensure a steady flow of patrons, making Opheem Restaurant a favoured destination for excellent dining experiences.	The restaurant is susceptible to seasonal variability and external economic components, helping to fluctuations in consumer preference. Along with this, the upscale dining market is highly competitive, with various similar high-end restaurant options requiring continual effort to survive (Mulyani, Ridwan, and Ali, 2020). High staff turnover is another potential challenge which can influence service consistency and the overall dining experience. Reducing these challenges is crucial for Opheem Restaurant to maintain its brand image and appeal to a broader consumer base.
Opportunities	Threats
Opheem Restaurant has many exciting opportunities to analyze and explore. Diversification provides the opportunity to extend the menu or venture into catering services, potentially growing revenue streams. Improving the restaurant's digital presence can attract a wide range of client base, particularly in an era where digital presence is essential (Laksono <i>et al.</i>, 2019). Embracing sustainable projects related to growing trends of environmental awareness, appealing to use eco-friendly objects to attract the individual. And these practices can also enhance the reputation of the company. The business has to collaborate with local suppliers for sourcing ingredients, offer opportunities to promote local businesses and improve the restaurants's commitment to quality.	The several threats faced by the restaurants can affect their operations and sustainability. Economic crises, like recessions and economic downturns, may lead to decreased customer spending on this kind of fine dining, which can influence the revenue growth of an organization (El-Ebiary, <i>et al.</i>, 2021).

4. A Critical Stakeholder Analysis for Opheem Restaurant

Stakeholder Analysis for Opheem Restaurant

Stakeholder analysis is an important process for understanding and managing the demands and impacts of many stakeholders in the restaurant industry. Opheem Restaurant, as an upscale dining establishment, includes a broad spectrum of stakeholders, each with different expectations and different levels of power.

Key Stakeholders:

Customers: Opheem's primary stakeholders, customers, expect exceptional dining experiences, outstanding culinary creations, and high-quality service. They hold substantial power as they directly impact the restaurant's brand image and revenue (Cho and Yoo, 2021).

Investors/Owners: Investors and owners have an important stake in Opheem's achievement, expecting profitability and a return on their investment. They hold substantial power as they determine the restaurant's strategic decisions and financial resources.

Employees: Restaurant employees, including chefs, waitstaff, and management, expect fair compensation, job security, and opportunities for career growth. Their power is situated in their ability and talent to deliver consistent and high-quality service, which influences the restaurant's reputation and image (Park, Kim, and Xu, 2022.).

Suppliers: Suppliers want timely payments and sustainable business relationships with Opheem Restaurant. Their power is moderate as they offer important ingredients and services for the restaurant's operations.

Regulators and Government: Government agencies and regulators expect Opheem to comply with health, safety, and food standards. They have substantial power due to the ability to enforce regulations and licensing.

Local Community: The local community may expect Opheem Restaurant to contribute positively by offering job opportunities along with this Opheem have to support local business. The local community can affect public perception through word-of-mouth. And that can enhance its customer reach.

5. Discussion on the Available Strategic choices for SEMs in the Market

Opheem Restaurant, as a Small and Medium-sized Enterprise (SME), can explore many different strategic growth decisions utilizing the Ansoff Matrix to make plans and strategies for

the long-term future (Wu and Deng, 2020). The Ansoff Matrix offers a framework to understand the growth opportunities based on market penetration, market development, product development, and diversification.

I. [Using the Ansoff Matrix to create plans and strategies for long-term sustainability](#)

Restaurants Opheem Sustainability is advantageous. Benefits like helping the environment and turning your restaurant into a sustainable one will undoubtedly help your company. modifying a long-term plan. An investment well worth making for your company.

1 Being loyal to your brand entails letting your customers know about your environmentally friendly business practises and letting them know you. They will then make an effort to support your constructive action and inform other customers on the clientele that your company is expanding. After that, a sustainable business yields a profit. Additionally, when you communicate your sustainable strategy to the general public, they will be interested in it because they desire a safe environment and will be more likely to patronise your restaurant.

Entering the restaurant makes them feel proud. When your restaurant expands and offers organic food as well as vegetarian and vegan menu options, customers will feel more at ease and secure visiting, which will boost profits and allow you to recoup your costs. When you inform your employees, you can cut down on waste and make better use of every ingredient. Concerning a Sustainable policies for recycling and zero waste Employees and customers are more aware of the sustainable strategy and are provided with eco-friendly equipment, energy systems, and reusable catering services.

through practise in your restaurant and the media. can serve as a motivating and encouraging role model for people who are unclear of where to begin or the significance of the issue. To get people thinking and bring in money, you can do something as basic as adding facts to the menu. additionally providing your customers with more vegetarian and organic food options. and make all of your ingredients better. Customers will pay you for sustainable dining options, too. As suppliers, you can enhance your supply chains. In an effort to lessen your carbon footprint and packaging, many customers prefer to patronise small businesses in their community. Additionally, as you strive to provide more organic ingredients and raise the calibre of your ingredients.

When you have a fresh supply of raw materials, your customers will experience better-tasting food.

I think that restaurants can easily take a few modest initial steps towards sustainability .

1. Consult your supplier about making cuts. Keep the packaging away. That in. Creating. Is it possible to order fruit and vegetables to be delivered in recyclable crates? as well as recyclable and throwaway packaging.
- 2 Produce a digital menu system reduce the amount of printed receipts by recycling paper.
- 3 Switch out the paper napkins with linen ones .
- 4 For inevitable waste, use biodegradable binbags.
- 5 Replace non-recyclable packaging with recyclable and reusable items.
6. Advise people to use water sparingly.
- 7 reduce your energy use. and make an effort to turn on an environmentally friendly energy system. and routinely maintain equipment
8. Don't forget to recycle. cut down on food waste. leftover cuisine. Give to, remove from, or donate to local homeless or those in need.
- 9 Get Started Turn on the solar power system. Reducing the disposable. Set aside disposable spoons, glasses, and other items. Reusable materials and steel.

This report discusses choices and proposes a new strategy for Opheem Restaurant that aligns with long-term sustainability.

Market Penetration: Market penetration includes selling more of the existing product to the current market. For Opheem Restaurant, this could mean expanding organic food and revenue through tactics like sustainable loyalty programs, developing service quality, or expanding the restaurant's opening hours (ISIBOR and GBANDI, 2020). While this is a traditional approach, it can lead to saturation in a highly competitive market.

Market Development: Market development involves entering new sustainable business sectors with existing items. Opheem could grow its client base by opening new branches in various cities or regions, targeting a broader demographic, or focusing on reuseable ,eco energy catering services. However, this growth choice may pose operational challenges and require significant investments (Kurnia *et al.*, 2019).

Product Development: Product Development includes creating new contributions for the current market. Opheem could present new organic menu items or experiment with different dishes. cuisines. This choice can be risky as it needs market research and may only sometimes guarantee success.

Diversification: Diversification is one of the riskiest choices and includes presenting new sustainable dining products in new markets. Opheem could enhance by opening different types of restaurants or even venturing into related areas like food retail or culinary education. starting sustainability awareness programs.

Ansoff Matrix	Existing products	New products	I N C R E A S E I N G R I S K
Existing Markets	Market penetration - Brand sustainable loyalty strategy for customer . - Extended sustainbale food .items - Enhance sustainability marketing efforts. - Reduce food waste programs staff and customers - Cut down wastage to recyle use locyal suppliers reduce carbon mileage	Product Development - Sustainable food sourcing menu add more organic food items - Improve quality of organic ingredients . - Add seasonal vegetarian and vegan dishes . - Clear label for vegan and vegetarian chef creations.	
New Markets	Market Development - New sustainable food branches in new cities or towns. - Reuseable Catering items services. Cut paper to napkins - Leftover food invite homeless at the end in areas. - Use eco- friendly energy and maintain equipment cleaninhg regular	Diversification - Sustainable dining events. - Employees sustainability education programs. - Sustainable Food retail sections. - Interoduce sustainable products. - Improved awareness to people about opheem sustainable strategy	

INCREASING RISK

II. Proposed New Strategy

Opheem Restaurant should consider a “Culinary Experience Ecosystem” Strategy. This approach combines factors of market development, Product Development, and diversification with an emphasis on making a holistic culinary experience for customers. Opheem restaurants can develop a new geographic market or various customer segments. Such as developing sustainable dining events, providing chef’s table experiences, or organizing cooking classes and workshops. This type of diversification within the current market contributes value to the customer’s experience (Song, Lee, and Kang, 2021).

These strategies for Opheem Restaurant are sustainable because of its diversified approach. By expanding its reach, providing a unique culinary experience, and sustainable branching into neighbouring cities or towns, Opheem can build a resilient brand. If Opheem does not apply all these strategies, then the restaurant will not be able to manage its risks very well. That is why this restaurant can mitigate risk by reducing dependency on a single revenue stream, creating customer loyalty through engagement, and adapting to developing consumer preferences. The focus on sustainability aligns with modern values, enhancing its reputation.

6. Recommendation for the Organization of its Future Development

Key Strategic recommendations for Opheem Restaurant for its future developments and implementation, considering SME Challenges:

Areas for Improvement in Current Strategic Direction

Pricing Strategy: Opheem no doubt provides very good service, but the price of service leads to a reduction in its client base, excluding those with more modest budgets. The current pricing plan must be reviewed to determine whether it might be worth introducing more good and accessible options or promotions, especially during the financial crisis.

Adaptation Market Fluctuations: The restaurant’s strategic direction could further face seasonal variability and external economic elements, which can lead to fluctuations in customer requirements. A more effective strategy for adapting to these challenges, like diversification in menu options, can help to maintain consistent revenues.

Competition Management: While Opheem restaurant has a good command of its culinary services, in the market, many organizations similarly provide a good and high-end dining experience. To maintain its quality different from its rivals, Opheem could explore innovative strategic plans to stay competitive in this evolving market and capture a large market share.

Staff Retention: One of the most effective issues is staff turnover, which affects service consistency. Opheem must have to emphasize enhancing staff retention strategies, as retaining experienced and dedicated staff is crucial to delivering the high-quality services that set the restaurants apart.

Digital Presence Improvement: In this digital era, Opheem's digital presence could be further improved. This involves enhancing its website, actively engaging on social media, utilizing online marketing, and promoting plans to attract a broader customer base, particularly as digital engagement becomes more important.

Market Research and Segmentation: Conduct comprehensive market research to understand the changing customer preferences, demographics, and local competition. Segment the market to recognize target customer groups and tailor offerings accordingly. SMEs frequently face resource constraints, but strategic market research is essential to connect the business with customer demands (AlQersh, 2021).

Digital Transformation: Invest in an online presence, user-friendly website, and mobile application. Execute effective customer relationship management (CRM) systems to improve consumer experience. Address the challenges of digitalization by cost-effective solutions and training staff to adapt to new technologies (Brozzi, Riedl, and Matta, 2021).

Diversification and Innovation: Continuously improve the menu and think about diversification into related areas, such as offering cooking classes, food retail, or culinary products. SMEs ought to begin with small, manageable innovations to reduce risk and gradually expand based on customer feedback and success (Kitsios and Kamariotou, 2019).

Sustainability : Embrace sustainability practices by obtaining locally, minimizing waste, and adopting eco-friendly initiatives. Implement social responsibility programs, like community engagement, charity partnerships, or environmental conservation. SMEs can overcome resource limitations by beginning with achievable sustainability goals and gradually scaling up.

Human Resource Development: Opheem should invest in employee training and improvement to ensure a talented and skilled workforce. Establish a work environment to attract and retain talent. Address SME challenges by executing cost-effective training programs and providing career development opportunities.

Financial Planning and Risk Management: Foster a robust financial plan, including budgeting and forecasting. Implement risk management techniques to address financial

problems. SMEs should also consider financial partnerships, such as loans or grants, to fund strategic initiatives and mitigate financial challenges.

Legal and Compliance: The Opheem restaurant should Ensure full compliance with local guidelines or regulations, including health and safety, food quality, and labour laws. SMEs can look for legal consultation or partnerships with legal firms to address compliance challenges.

Customer Feedback and Adaptation: Create a robust feedback mechanism to capture customers' ideas, suggestions, and complaints. Utilizing this feedback for continuous enhancement. Overcoming SME challenges connected with customer feedback requires creating simple, accessible feedback channels.

Partnership and Collaboration: The restaurant business should have to look for collaborations with local suppliers, culinary institutions, and community organizations. This collaboration can help with marketing, sourcing, and community engagement. SMEs can use their networks and local relationships to build valuable partnerships (Cortes and Herrmann, 2021).

and employee development as important components for sustainable growth and offers guidance on overcoming resource limitations and market uncertainties.

7. Conclusion

A variety of important insights about the organization's strategic direction, its internal and external environment, stakeholder dynamics, growth strategy options available in the market, and recommendations for future development become noticeable when using Opheem Restaurant as in this report of a small and medium-sized business enterprise (SME). The present strategic goal of Opheem is focused on combining contemporary and traditional Indian food to provide a unique fine-dining experience. Its unique location has helped it become an established brand in the highly competitive restaurant market in addition to securing its position in it. Opheem develops in a diverse metropolitan setting, taking advantage of a thriving local economy and an increasing interest in culinary experiences, according to the analysis of the external and internal environment. It continues to be constantly adjusted, for customer preferences and market conditions are always evolving. The significance of establishing strong relationships with suppliers, consumers, and the local community is highlighted by stakeholder analysis. These relationships are essential components for Opheem's ongoing success. Opheem might desire to reflect on expanding its current restaurant, exploring

franchising prospects, and branching out into complementary businesses like packaged goods and catering. This report advises Opheem to maintain innovation, sustainability, and customer involvement at the centre of its future development.

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Task 2

OPHEEM RESTURANT



- Mission sustainability for long-term and Innovation organic dishes, no waste food ,reputation building, prime location
- For long-term sustainability do PESTLE, political economic social technology legal, environmental ,where zero waste reducing carbon emissions, SWOT , long-term sustainability using organic items reuseable catering service weakness ,expansive equipment low budget ,lack of recycling ,energy waste
- Opportunities installing new eco energy system opening new sustainable branch in new city ,new vegetable menu
- Threats .high tax ,replace cost high , economic crisis inflation rate high.
- Stake holder , customer an investor an owners employees suppliers regulators and government local communities.
- Market penetration, market development, product development diversification.