

Problem Solving and Decision Making

Module Title: - Problem Solving and Decision Making

Module Code: - LCLM 4004 C2

Assignment Title: - Component 2 Individual Report

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1. Brief Explanation of the Business Problem

The Olive Tree Bistro is a small family restaurant in Bristol that serves Mediterranean food. During the past year, its sales have dropped by 25%. This happened because food prices went up, the menu has not changed for a long time, and service is slow when the place gets busy. Two new restaurants opened nearby, and many customers now go there instead. Also, the bistro does not use social media or online tools very well, so fewer people hear about it. These problems make it hard for the restaurant to stay profitable and attract customers.

2. Two Possible Solutions to the Problem

Solution 1: Change the Menu Each Season

The first solution is to create a new seasonal menu. This means adding or changing dishes every few months based on what ingredients are fresh and easy to find. For example, adding summer salads or autumn soups. This will make the menu look new and exciting, attract people to come back more often, and reduce food costs. It can also help promote the restaurant online, by posting pictures of the new dishes on social media.

Solution 2: Use a Digital Ordering and Table System

The second solution is to start using QR codes for ordering food and managing tables. Customers could scan a QR code to see the menu and order directly from their phones. This system sends the order to the kitchen instantly and helps staff work faster. It also gives the restaurant useful data about which dishes are most popular and when the busiest times are. This helps the owner plan better and improve service.

3. Evaluation of Solutions (PMI Analysis)

The PMI method (Plus, Minus, Interesting) is used to look at the good and bad points of both options. For the seasonal menu, the good points are that it is cheap to start, it attracts customers with new ideas, and it supports local food suppliers. The bad

point is that it does not fix slow service or online visibility. An interesting part is that it could make the restaurant look more creative and eco-friendlier.

For the digital system, the good points are faster service, fewer mistakes, and better control of table space. It also gives data that can be used to plan future promotions. The bad points are that it costs more at the beginning and staff might need training to use it. An interesting part is that it could make the restaurant look modern and high-tech, which may attract younger customers.

In summary, the seasonal menu is cheaper and easier to do fast, but the digital system can solve more of the restaurant's problems in the long run.

4. Choosing the Best Solution

Between the two solutions, the digital ordering system is the best long-term option. It helps fix the slow service problem and makes work easier for the staff. It will also make customers happier because they get their food faster. Even if it is more expensive at first, it will save time and money later. The seasonal menu could still be used later as an extra idea, but the digital system should come first

5. Risks of the Chosen Solution

Every big change has risks. The main risks here are technical problems, staff not liking the new system, or some customers not wanting to use it. Technical problems can be avoided by choosing a good company to install the system and testing it before using it. Staff can be trained step by step, so they feel confident. Older customers can still order in the normal way if they prefer. By preparing well, these risks can be managed easily.

6. Action Plan for Implementation

The implementation will take about one month. In the first week, Sofia and the manager will look for different system providers and choose the best one. In week two, the system will be installed and tested. Week three will be used to train the staff. In week four, the restaurant will launch the new system and promote it online. This plan makes sure that everyone knows what to do and that the system works well before the full launch.

7. How to Measure Success

After installing the new system, Sofia will check several results. She will look at how much faster the service is, how many customers come back, and how happy people are with the new system. Her goals are to make service at least 25% faster, increase table turnover by 20%, and get at least 90% positive feedback from customers within two months. Weekly and monthly checks will help see if things are improving and if any problems need fixing.

8. Conclusion

The Olive Tree Bistro has lost sales because of slow service, old menus, and new competition. After looking at two possible solutions, the digital ordering system is the best way to improve service and attract new customers. It will make the restaurant work faster, look more modern, and collect useful data for future planning. With good training and risk control, this solution will help the restaurant grow and stay competitive in the long term.

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