

Module Title: - Problem Solving and Decision Making

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1. Brief Explanation of the Business Problem

The Olive Tree Bistro is a small Mediterranean restaurant in Bristol that started in 2019. It used to attract many customers because of its friendly atmosphere and tasty food. However, during the past year, the restaurant has faced serious market challenges. Sales have dropped by around 25% because people now prefer faster and cheaper meal options. At the same time, food prices have gone up, and new competitors have opened nearby. The restaurant's systems are not modern, and the team is small, which makes service slower during busy hours. These problems affect profit and the restaurant's reputation, so the owners need to act quickly to adapt to the changing market.

2. Two Possible Solutions to the Problem

Solution 1: Modernize the Restaurant's Online Presence and Delivery Options

One solution is to create a stronger online presence by improving the restaurant's website and adding a food delivery option. Many customers today prefer ordering online instead of dining in. By offering an easy-to-use website with photos of dishes, online payments, and local delivery, The Olive Tree Bistro could reach more people. This idea also includes joining popular delivery apps like UberEats or Deliveroo, which would help attract younger and busier customers.

Solution 2: Redesign the Menu and Improve Staff Efficiency

Another solution is to refresh the restaurant's menu and train staff to work faster during peak hours. The menu could include a mix of traditional Mediterranean dishes and new quick-service options, such as healthy wraps, pasta bowls, or lunch deals. At the same time, improving teamwork, using clear roles, and introducing a simple kitchen management system can reduce waiting times. These actions would improve both the speed of service and the customer experience.

3. Evaluation of the Two Solutions

Both ideas have advantages and disadvantages. The online and delivery system (Solution 1) is very effective for reaching more customers and adapting to current

digital trends. It can increase visibility and sales, especially among people who prefer to eat at home. However, it also requires some investment to create a good website and manage delivery logistics. The menu redesign and staff training (Solution 2) are less costly and easier to control internally. This solution directly improves the restaurant's daily operations and keeps loyal customers happy. The drawback is that it may not attract many new customers if the restaurant's visibility remains low.

Overall, Solution 1 focuses on expanding market reach and attracting online customers, while Solution 2 focuses on improving internal efficiency and customer satisfaction. Both are useful, but they solve different sides of the problem.

4. Choosing the Most Effective Solution

The best long-term solution for The Olive Tree Bistro is to develop a strong online presence and delivery system (Solution 1). This approach meets the market's new expectations and allows the restaurant to compete with modern rivals. Customers today often search for restaurants on their phones and prefer easy online orders. By combining digital marketing, online menus, and local delivery, the bistro can attract more people and boost sales again. The owners can later combine this with menu updates and staff training for even better results.

5. Risk Analysis

There are several risks with this plan. The main risks include high setup costs, delivery errors, and slow adoption by the staff. To reduce these risks, the restaurant can start with a small delivery radius and use reliable delivery partners. They should also create clear procedures for preparing and packing meals. Training employees on how to manage online orders will help avoid confusion and mistakes. Finally, maintaining both in-person and online service will keep all types of customers happy.

6. Action Plan for Implementation

The action plan will be divided into several short steps. During the first two weeks, the owner will hire a local web designer to update the website and connect it with a

delivery platform. In week three, photos of dishes, online payment options, and a social media campaign will be added. Week four will focus on staff training and a soft launch of online delivery. During week five, feedback from customers will be collected and small improvements will be made. This simple plan will allow the restaurant to go online quickly and test results early.

7. How to Measure Success

To check if the new strategy works, the restaurant will track several key results: the number of online orders, website visits, and customer feedback. The goal is to increase total sales by 20% in the first three months and reach at least 85% positive reviews on delivery apps. They will also measure delivery speed and repeat orders to see how well customers accept the service. Weekly reports and social media engagement will help Sofia and her team adjust the strategy if needed.

8. Conclusion

The Olive Tree Bistro is struggling because of higher costs, stronger competitors, and a lack of online visibility. After analyzing two possible solutions, creating an online ordering and delivery system is the most effective way to face market challenges. It connects the restaurant with new customer groups and brings modern tools into daily operations. If the plan is applied carefully with proper training and monitoring, the bistro can increase its income and reputation in a competitive market.

9. References

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