

A PROJECT REPORT ON
A STUDY ON CUSTOMER PREFERENCE ON THE SERVICE PROVIDED BY RESTAURANT IN
CHAWNGTE



*A report submitted to Department of Commerce, Higher and Technical Institute,
Mizoram (HATIM) for the academic year of 2022*

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IV Semester B.Com

CERTIFICATE

This is to certify that the dissertation entitled "A STUDY ON CUSTOMER PREFERENCE ON THE SERVICE PROVIDED BY RESTAURANT IN CHAWNGTE" submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by DIPU CHAKMA under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the results of his investigation into the subject . Neither the dissertations as a whole nor any part of it was ever submitted any other University for any degree.

Date : 03.05.2022

(LALREMRUATI)

Place : Lunglei, Mizoram.

Supervisor

DECLARATION

I, DIPU CHAKMA , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of the dissertation did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 03.05.2022

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Place: Lunglei, Mizoram.

Student

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I would like give my special thanks to the project supervisor Mrs. Lalremruati for her constant support and tireless guidance.

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Thank you,

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CONTENTS

1. Introduction

1.1 Definition of Restaurant

1.2 Literature Review

1.3 Advantage and disadvantage

2. DATA ANALYSYS

3. FINANCIAL STATEMENT

INTRODUCTION

1.1 Definition of restaurant

A restaurant business is a lifetime business, since it provides primary needs of human beings, which are food and beverages. The equipment utilized and the business process flows of a restaurant are several examples that can construct the way to be succeed for a restaurant.

A restaurant is a business that prepares and serves food and drinks to customers. Meals are generally served and eaten on the premises but many restaurant also offer take out and food delivery services. Restaurant are vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurant and cafeterias, to mid-priced family restaurant, to high-priced luxury establishment.

Local restaurant are an impactful gathering place for communities, where relationship from and memories are made. They preserve agriculture and recipes from generation to generation and are the lifeblood of regional food culture. When you choose to dine at a local restaurant, you invest your money right back into the hands of your community and preserve local recipes and agriculture.

The concept of a restaurant as a public venue where waiting staff serve patrons food from a fixed menu is a relatively recent one, dating from the date 18th century. In 1765, a French chef by the name of A.

Boulangier establish a business selling soups and other restaurant. While not the first establishment where one could order food, or even soup, it is thought to be the first to offer a menu of available choices.

1.1 Literature review

1. Kivela (2003)

Investigated menu planning through employment an experimental research design and proposed a menu item selection framework. Menu pricing was examined by several authors from a range of perspectives including the price perception of customers.

2. Shoemaker, 1994; Iglesias and Guillen, 2002

Price sensitivity, pricing methods, and psychological pricing. of perspective Menu pricing was examined by several range including the price perspective.

3. Brown and Morris, 1995; Kincaid and Corsun, 2003; Reynolds et al., 2005

Menu designing has also gained a particular attention from menu researchers who have particularly focused on positioning the menu item on the menu card

1. Taylor and Brown, 2007

Labeling and describing menu items . In the field of menu analysis, researchers have offered several models such as menu engineering, analysis of menu items' profitability, and more recently multi-dimensional analysis of menu items.

2. JONES and MILFI (2001)

It is also element of restaurant management that requires conducting critical managerial activities such as planning, pricing, designing and analysing.

3. WANSINK et al., (2005)

The critical qualifications attributed to menu describe its importance to restaurant operations and customer experiences. In fact, in contemporary understanding of menu, its material and immaterial meanings, materially.

4. ANTUM and GUSTAFSON (2005)

More specifically, it communicates not only the food and beverage offerings, but also the firm. Furthermore, menu is a base on which the customers make their food choices and a well-designed menu directs customer attention to the items the firm wants to sell more.

5. KASAVANA and SMITH (1982)

In the field of menu analysis, researchers have offered several models such as menu engineering, analysis of menu items' profitability, and more recently multi-dimensional analysis of menu items.

1.2 Advantages and disadvantages

ADVANTAGES

1. EATING LOCAL ALLOWS YOU TO HAVE NEW EXPERIANES: One way in which eating at local restaurants can be advantageous is that its lets youhave some really fresh, exciting, and innovative culinary experiences.

2. YOU GET TO SUPPORT A LOCAL CHEF: When you eat local, it allows youto throw some monetary behind a local chef with a culinary dream

3. YOU'RE INVESTING IN THE LOCAL ECONOMY: Another reason to eat localis that it allows you to keep your money right in the community. Again, it'sa chance to eat in a way that's not just subsidizing some big conglomerate. Instead, you're creating real economic opportunity, potentially even creating jobs, in the neighbourhood you call home.

4.

5. YOU'LL HAVE MORE OPTIONS TO SUPPORT LOCAL FARMERS: Seeking to eat fresh, organic produce from a local farm. You'll be much more likely tofind that option if you eat at small, neighborhood restaurant.

DISADVANTAGES

1. PILFERAGE AND THEFTS: Internal thefts and staff embezzlement create gaps in which restaurant owners can track only a little too late.

2. POOR LOCATION AND HIGH RENTALS: You may be located too far from your target audience, or your ideal location may be draining your pockets dry. Either way, it means fewer profits, running into losses, and ultimately shutting down.

3. POOR CUSTOMER EXPERIENCE: If your customers are not enjoying coming to your restaurant, it is only a matter of time before they stop coming to you altogether. Know how you can deliver.

4. INEXPERIENCE: The general perception that the restaurant industry has no barriers to entry leads to a belief that anyone can open a restaurant. This is far from reality. While there are not any industry barriers, poor business acumen, no management, and lack of financial planning among first-time restaurateurs are some of the primary reasons why restaurants fail.

2.1 Objective

1. Customer Satisfaction and Loyalty

One of the main objectives of a restaurant is to ensure customer satisfaction and build a repeat- customer base. According to research by the National Restaurant Association, 66 percent of American adults in 2014 said they would be more likely to patronize the same restaurant if it offered a customer loyalty and reward program. Other goals of this objective include enticing regular customer to come back more often as well as introducing the restaurant to new customers.

Restaurant that gives frequent diner cards typically incorporate this objective in their overall marketing plans.

2. Generating Restaurant Traffic

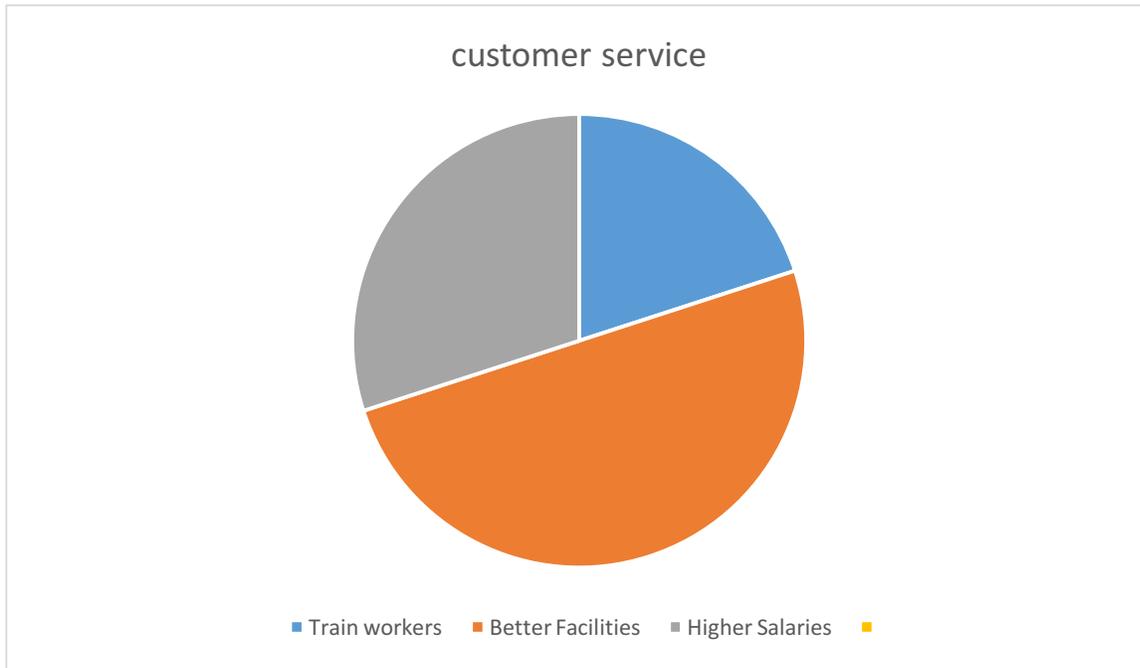
Many restaurant marketing plans focus on generating restaurant traffic, which means growing the client base and having busier lunchtimes and dinner services. There several ways to attain this objective, such as intensive marketing campaigns using email and social networking pages. Other marketing strategies include monthly or weekly special, coupons, and gift card promotion.

3. Building the Restaurant Brand

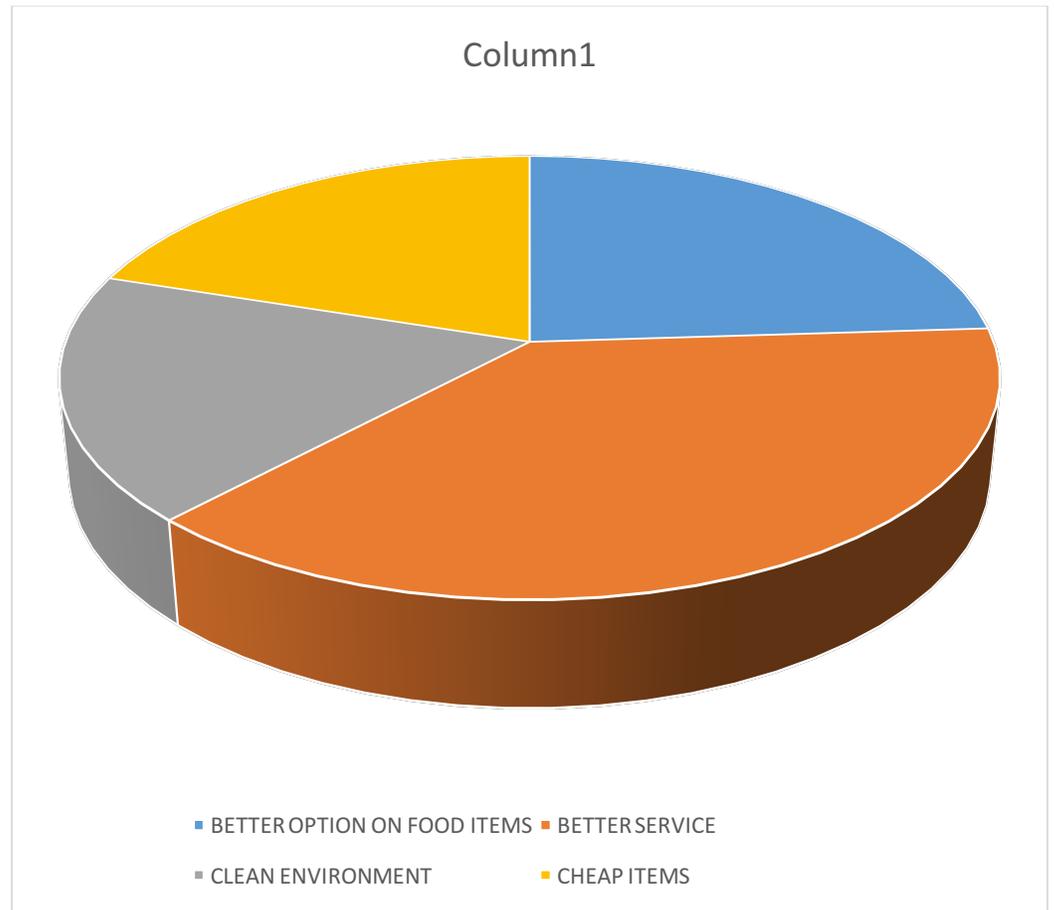
Even the most successful restaurant seek to improve their position in the local market and strengthen their brand. This type of marketing objective may be as simple as creating an innovative restaurant name and logo that becomes a household name. It may also include advertising the restaurant's atmosphere and concept.

DATA ANALYSIS

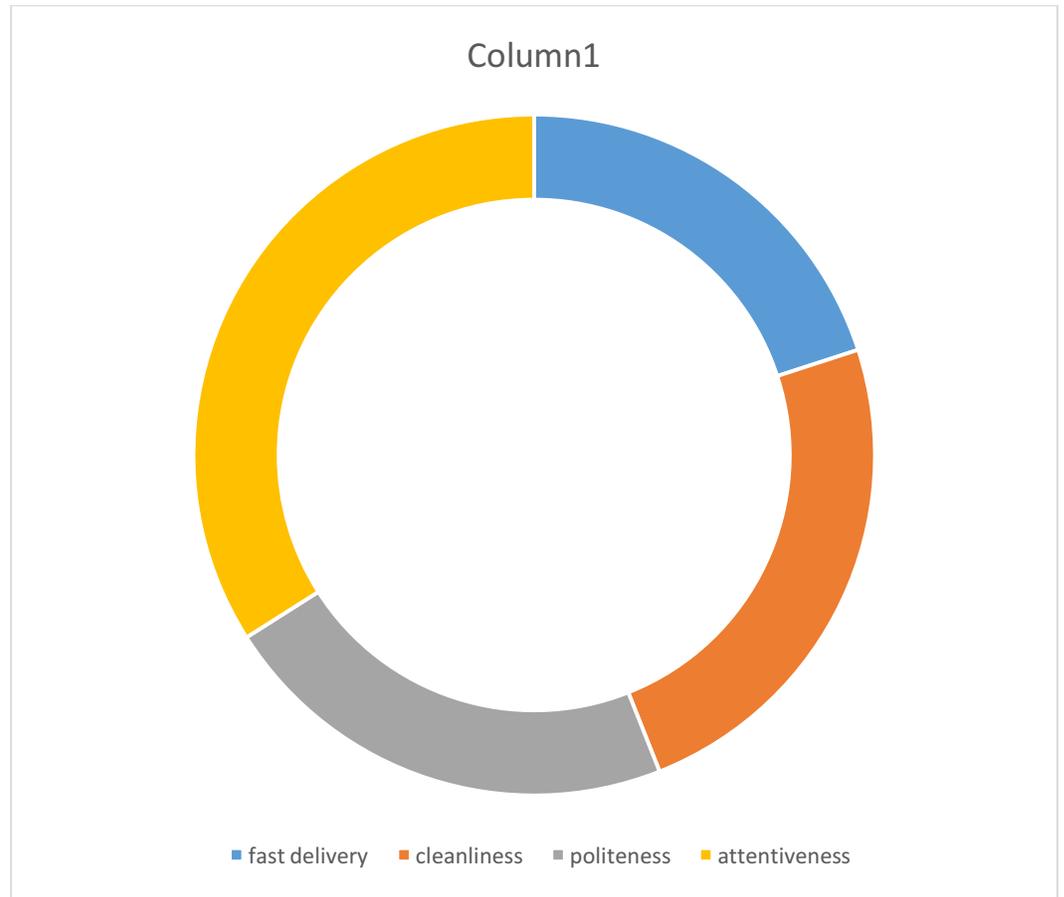
2.1 How can restaurant improve customer service.



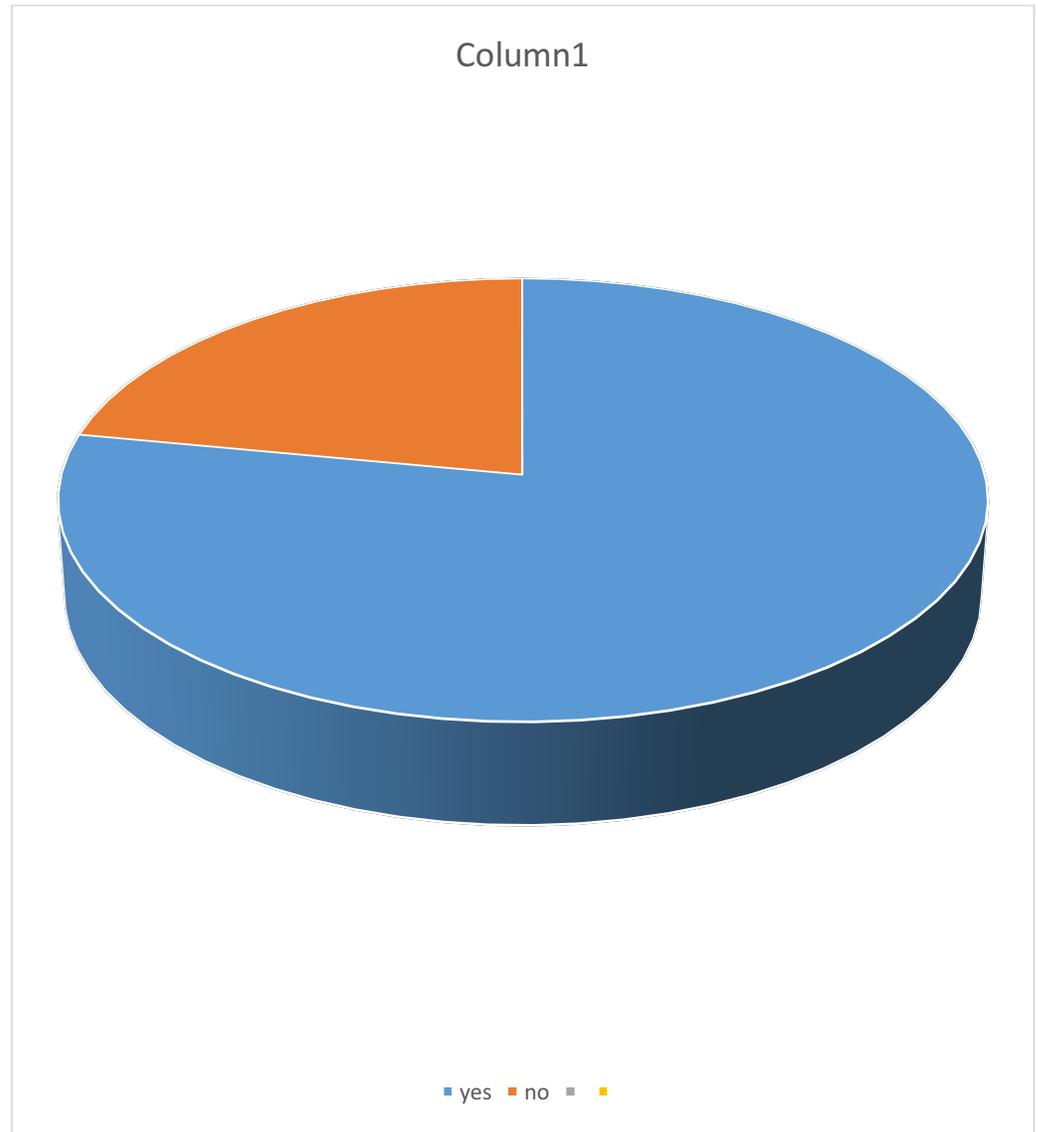
2.2 What do customer wants from a restaurant



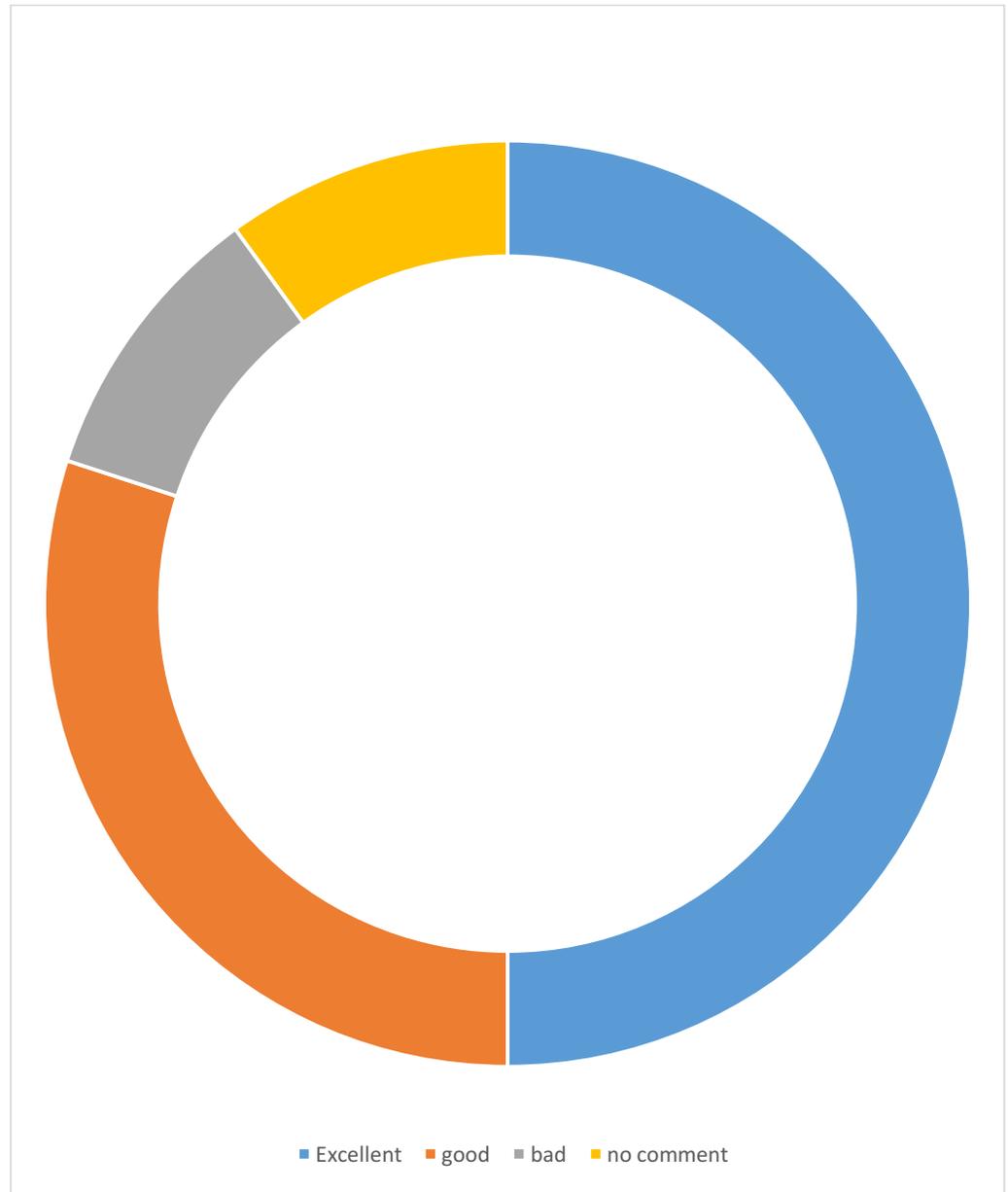
2.3 What is good customer service?



2.4 Do you find that the restaurant are family friendly?



2.5 How would you rate the quality of the food



3.FINANCIAL STATEMENT

4.1 SALARY

The salaries are different according to their work. On the average, they work for per month. Their salaries are shown in the below table:

SI. No.	Workers	No. of Workers	Salaries
1.	Unskilled	4	5000
2.	Semi-skilled	2	7000
3.	Skilled grand 1	2	9000
4.	Skilled grand 2	2	10,000
	TOTAL	10	31,000

4.2 SOURCEES OF FINANCE

The amount of capital required for the project is Rs.30,00,000. The amountof Rs.20,00,000 will be estimate from SBI @ 10% per annum and the rest Rs.10,00,000 from owned fund. The bank loan be repaid within 7 years.

ADVERTISING AND PROMOTIONAL EXPENSES

PARTICULAR	AMOUNT(Rs)
Advertising	3000
Signage	1000
Entertainment	2000
Website	1000
TOTAL	6000

OTHER EXPENSES

PARTICULAR	AMOUNT(Rs)
Insurance	2000
Permit	1000
TOTAL	3000

FIXED ASSETS

PARTICULAR	AMOUNT(Rs)
Building	700,000
Machinery	500,000
Furniture	300,000
TOTAL	15,00,000

ESTIMATED EXPENSES

<u>PARTICULAR</u>	<u>MONTH</u>	<u>YEAR</u>
Food	15,000	1,80,000
Rent	11,000	1,32,000
Utility	9,000	1,08,000
Miscellaneous expenses	7,000	84,000
Equipment maintenance	5,000	60,000
Advertising expenses	3,000	36,000
Other expenses	3,000	36,000
Salary	31,000	3,72,000
TOTAL	84000	10,08,000

CAPITAL ACCOUNT

<u>PARTICULAR</u>	<u>AMOUNT</u>	<u>PARTICULAR</u>	<u>AMOUNT</u>
To Fixed expense s	15,00,000	By personal A/c	10,00,000
To recurring expenses	10,08,000	By loan fromSBI	20,00,000
To reserve fund	4,92,000		
TOTAL	30,00,000	TOTAL	30,00,000

PROFIT AND LOSS ACCOUNT

PARTICULAR	AMOUNT	PARTICULAR	AMOUNT
To recurring expenses	10,08,000	By sales	30,00,000
To loan:20,00,000 10% pa 2,00,000	18,00,000		
To net profit	1,92,000		
TOTAL	30,00,000	TOTAL	30,00,000

BREAK EVEN POINT

Sales = 30,00,000

Fixed cost = 15,00,000 Profit = 1,92,000

Contribution = Fixed cost + profit

= 15,00,000 + 1,92,000

= 16,92,000

P.V. Ratio = Contribution / Sales X 100

= 16,92,000 / 30,00,000 X 100

= 56 %

Break Even Point = Fixed cost / P.V. Ratio

= 15,00,000 / 56 %

= 26,78,572

CONCLUSION

After studying about restaurant it has made me realize that this kind of job is great as there are no Govt. involve and is a simplest way of starting our own career with minimum problem faced.

We should also cherish our local restaurant as they help us in fulfilling, giving us a tasty food, that we cannot make in our home and in local restaurant we also make feel like a homemade and also help the society by providing employment opportunities.