

RAJ'S Pentagon Restaurant and Garden Pub INTERNSHIP REPORT 2022



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Goa Business School
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2020-2021



INTERNSHIP CERTIFICATE

This certificate has been awarded to
Vailanka D'Cruz
on completion of eight weeks of Internship in the area of
Production and Service.
Presented on 11th day of July 2022 in appreciation of your work.

For Pentagon Restaurant & Garden Pub



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DECLARATION

I hereby solemnly declare that the work presented in this report, "Raj's Pentagon Restaurant and Garden Pub," was completed by me and has not previously been submitted to any other university, college, or organization for academic qualifications, a certificate, a degree, or other form of recognition.

The work I've presented complies with all applicable Copyright laws, and no part of this report has been partially or entirely lifted from prior work in any way.

Vailanka D'Cruz

MBA PART 1

2112

ACKNOWLEDGMENT

Without the direction and aid of numerous people, who in various ways contributed and extended their valued assistance in the preparation and completion of this study, this dissertation would not have been possible. I would like to start this internship report with expressing my sincere gratitude to the owner, Mr. Raj, for allowing me the chance to work as an intern in this prestigious hotel and successfully complete my summer internship.

I'd like to thank Goa Business School (Goa University) for offering an 8-credit internship program that lasted for eight weeks (or two months) and gave me the chance to get real-world work experience in the organization.

Finally, but certainly not least, I would like to express my gratitude to Dr. Suraj Velip, my mentor, and the faculty members of the MBA Department at Goa Business School-Taleigao for their unwavering support while I was completing my internship training and producing my report.

Executive summary

The report's foundation was the study, which was carried out at Pentagon Restaurant and Garden Pub between May 16 and July 8, 2022.

The summary internship will be crucial to my first-year MBA grade. Providing the students with first-hand knowledge of how the various departments in the firm operated, it helped us relate what we had studied and put it into practice. In order to have as much exposure to the business world as possible, my training at Pentagon Restaurant and Garden Pub mostly concentrated on understanding organizational structure and its operation. To use theoretical knowledge gained during the MBA course while understanding the scope, functions, and takes of many departments inside this company.

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Company Profile

Mr. Raj, who has long worked in the shack business, finally decided to open a restaurant, which was known as Raj's Pentagon Restaurant and Garden Pub when it first opened on 15th August. The beach is the most convenient from Majorda village. Live music is played in this restaurant, which has both indoor and outdoor seating and serves Indian, Chinese, and continental food. There is no room for disappointment at the restaurants because of the friendly service and delicious food. Everybody is welcome at the restaurant, which is open all year. The restaurant land is ran on the lease.

Hours of Operation: 11:00 AM – 1:00 PM

Location: Pacheco Vaddo, Majorda, Goa 403713 Beach Road.

Market division.

Since it serves the entire family, the restaurant is family-friendly.

Martins Concern and Zeebob are rivals.

Achievements

Trip Advisor named the Raj's Pentagon Restaurant "Best Restaurant in The Area" for the years 2017, 2018, and 2021.

Vision

Family restaurant that serves excellent food, satisfies customer needs, and adds value to those needs.



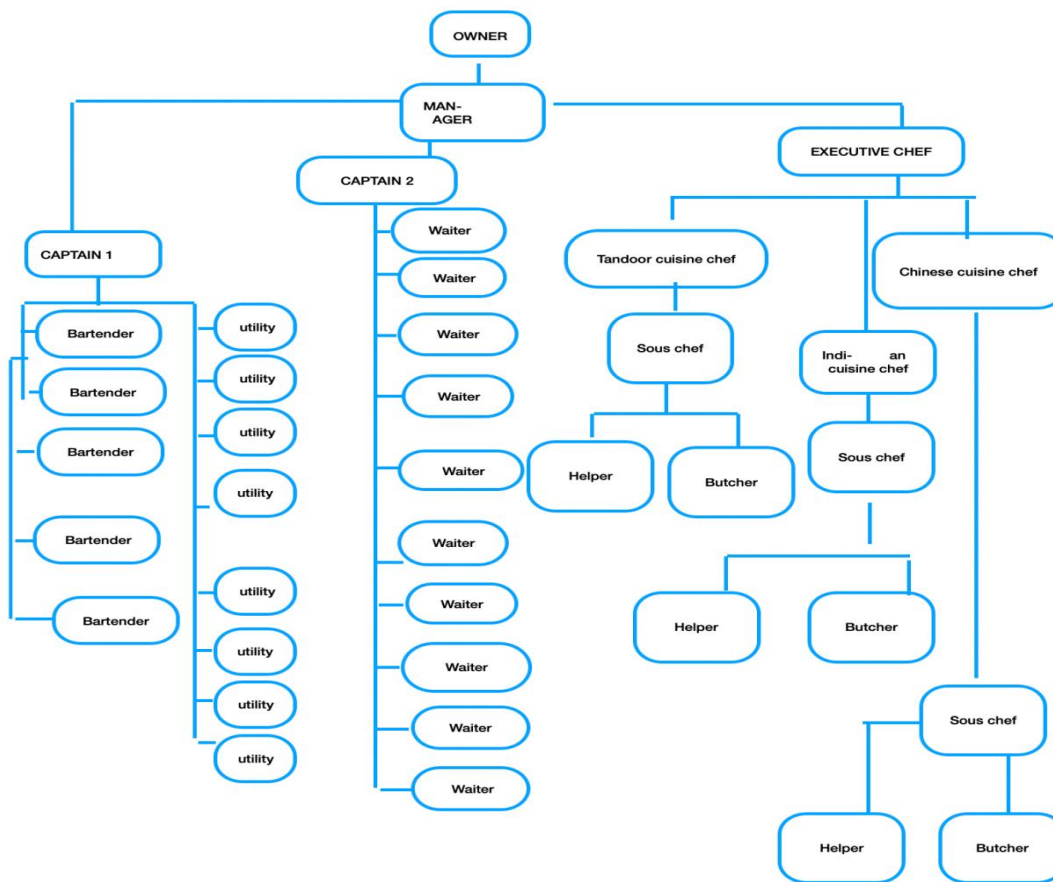
Mission

- Serve top-notch, hygienic food with a memorable dining experience.
- To experience family-friendly dining.
- Give clients a wonderful experience by putting their needs first.
- offer a fresh and distinctive dining experience
- Our top goal is your health and safety, so we only utilize high-quality ingredients and abide by all applicable food and drug regulations by refraining from adding food colouring

Average sale in a day is one lakh

Fastest selling dish: Prawns Rawa Fry

Organisational Structure:



The total workforce of the Raj's Pentagon restaurant and garden pub is 40. The following are the departments which the restaurants has:

Service department:

In the service area, there are bartenders and waiters. The waiters will take orders using the Pentagon-developed technology. The purpose of this app is to take orders and makes billing easy. When the orders are placed on the app, the executive staff and captain will inform the chefs and bartenders. They'll be the ones to get the thing ready. When the food is prepared, the executive chef and the captain will inform the waiter. Customers will finally be served the food. When the clients are done, the proprietor will utilise the app to bill them and get their feedback. The app helps to place an order table wise where the waiter just informs the owner the table number and the owner prints the bill accordingly.

Purchase department:

Freshness is key in order to provide the best to the customers. This is assured by the Owner who personally chooses the raw materials like fish vegetable and fruit. fish, prioritising freshness formalin free and organic. Early in the morning the owner drives himself to Margao to purchase these items all by himself. He has a fixed seller but the main reason for the drive is only because of the freshness. Every alternate day he does the vegetable and fruit shopping. When it comes to fish he purchases it everyday. Chonok and prawns he buys from the farm.

Recently during the month of June he found a shop in Margao which sells frozen fish like kingfish etc. He tried to serve the frozen fish for a week and asked customers for feedback. Everyone said that the fish was fresh. Later only after receiving positive feedback the owner began to purchase fish from the store in Margao. This was done only after the approval of freshness by the customers. He is the one who goes fish shopping.

Delivery of chicken is made by a man who cycles from Majorda to his restaurant at 3:00 PM, albeit occasionally he is tardy. Different days are used to purchase vegetables. Meat like beef and pork mutton are bought from Margao. They get delivered after alternate days at times after 4 days. They get directly delivered at the restaurant. The purchases of meat products are done with a particular seller, the one who provides the best quality at the best price.

Storage department

Outside the kitchen, three distinct kinds of storage freezer are kept. One freezer keeps all of the groceries, with one specifically utilised for meat and the other for fish. The business owner doesn't compromise on either quality or quantity. The restaurants offer the best quality items, for example, Baskin-Robbins. The fruits and vegetables are kept separate. None of the vegetables are mixed with each other. They do it in order to maintain freshness. The required vegetables and fruits after cutting are kept in the freezer in a container.

Production department



Figure 1: Virgin Vonamous Rush



Figure 2: Red Snapper Tandoor



Figure 3: Prawns Rawa Fry



Figure 4: Chicken Crispy

The above dishes and drinks are some examples of production. There are many more dishes which they produce. Each dish price will vary from one and other. The price of the dishes are based on the raw materials and availability. The chef and bartenders prepares the dish and drinks according to customers wants and demands. They do the necessary changes if demanded.

About the kitchen:

The kitchen is divided into three parts, allowing the three head chef to work accordingly to their needs and comfort. The tandoor kitchen is open and is visible to the customers. The head chef does the work and one will get to see three sub chef or associate chef helping him. Behind the close wall there are two kitchen setting provided for Chinese and Indian cuisine. Even there the head chef has

three associates who help him to a great deal making the production faster and Lessing the burden of the head chef.

What each person does for the company:

Owner: The majority of choices are made by the owner. The owner makes all final decisions and oversees both the business's finances and human resources. He is the one who decides whether to take a leave of absence, hire or fire someone, or increase their pay. The counter's operation is under his control. Even if he is not physically present, the manager manages the bills. Thanks to online ordering, the Pentagon app, and billing, the owner can keep an eye on what's selling out more quickly. This helps him manage his inventories. The CCTV cameras add more to his connivence. To keep a track on what's happening and how things are functioning.

Manager : The manager is in charge of managing the business of the restaurant and monitoring the employees and clients. All the captains and executive chef need to report to him if there is any problem. He will try to resolve the problem if any. If he fails, that's when he will approach the owner.

Captain 1: All of the bartenders are compelled to report to Captain 1 notwithstanding their difficulty. The captain is given the order by the waiter, and its the captain who notifies the bartenders what they need to do.Only after the captain's approval the drink will be set for service. If there is a demand for or a shortage of any drink, the captain must inform the manager.

Bartender: The role of bar bartender is to fulfil and serve the best, along with refreshing drinks irrespective of alcoholic or non alcohol. This drink should compliment the food. The bartenders are very attentive and always open for changes. They keep customers' preferences in mind. At times they do necessary changes and also customize drinks. There are five bar boys working in the restaurant. Making sure the captain is aware of any requirements and of all the refreshments is their responsibility. The bar boys will get instructions from Captain One. They will have to report to the allotted captain if there are any issues.

Utility: Pentagon retained eight boys for practical reasons. By relaying all requests to captain One, they ensure that every table has the required criteria and the place is clean.

Captain 2: The duties of Captain 2 are similar to those of Captain 1. Here, he must observe and monitor the work being done by the waiters. He's in charge of placing the boys at their respective

tables. Captain 2 must be informed of any issues incurred by the waiters. Later, after receiving all the complaints from the waiters the captain will try to resolve them.

Waiter :Waiters attend each table. They have to welcome the customers. A smile is enough to do so. Waiters take the orders of the customers via Pentagon app. They need to take care of the customers and fulfill all their wants. They need to be patient and smile. Ten waiters are present. The captain must receive reports/difficulties from the waiters. Ultimately the customers' happiness and will to visit again relies on waiters. Their service plays an important role.

Kitchen staff: This comprises of the following

Dishwasher (utility worker): They make sure all the cutlery kept on the table is clean and sparkling.

Executive chef: He is the head chef. He looks at order. It's he who looks whether the dish needs to be on the menu or not. The order is given to the executive chef. He is responsible for informing the sous chef of the order. He oversees all of the cooking. Only with his consent do the dishes leave the kitchen. He makes the final decision. He must be obeyed by and reported to all staff members in the kitchen. There are three head chefs for the three departments. One for tandoor Department one for Chinese cuisine department and one for Indian cuisine department The executive chef keeps constant chef and only after his approval the dishes move out for service.

Sous chef: Under Sous chef there are associated chefs who does the preparation of the dishes. They do it with the help of butchers and helpers. Sous chef instructs the butcher and helper on what needs to be done and how.

The helper: one helper is allotted to each sous chef where he needs to follow the instructions of the sous chef. They are capable helpers in their specialised domains.

Butcher: One butcher is allowed to each sous chef. The butcher is skilled with his cutting skills and makes the working faster and easier.

Floor staff . This includes the gatekeeper, waiters and captain. They are one who interact with the customers. Their first impression matters the most. They create and shape customers' initial impressions.

Gatekeeper: The gatekeeper is one who greets the customers first. They stand at the entrance and greet individuals with warm smiles.

SWOT Analysis.

It is an effective tool for evaluating both internal and external aspects that provide a company a distinct advantage and aid in keeping up with changing market trends. In this manual, we'll explain how SWOT assessments aid company owners in determining areas for development and locating competitive advantages in the market's analysis aids in identifying the internal and external elements that have an impact on the business. Threats and opportunities are external elements, whereas strengths and weaknesses are internal ones.



Figure: Live Music

Strength

- The key selling feature of the restaurant is its friendliness. Waiters welcome clients as they arrive and regularly assess their needs to make them feel special. The owner of the restaurant pays great attention to each table, makes sure everything is accessible, and gets feedback from customers.
- Live music in English and Konkani is the icing on the cake. The peaceful mood it creates and the rhythmic tapping of all feet, even those of non dancers, lure one to this place.
- Every day of the year, a local Goan family receives a 10 percent discount for dining at the Restaurant. Whether you are dining with two people or ten, they will still give you a 10 percent discount.
- They don't use food colouring and follow all food and drug rules. As a result, the chicken lollipops' batter is yellow rather than red.
- The prices are fairly reasonable and catering to local clients. Here, customers of all socioeconomic classes can comfortably enjoy a meal. Goan families from the lower socioeconomic classes might benefit from the 10% cost reduction and first-rate experience.
- They offer Chinese, Goan, and Indian cuisine. The choices offer a superior dining experience.
- They have adapted the most modern technological advances. They have shifted to a digital approach in place of using menu cards, allowing customers to access the menu on their phone by scanning a QR code.
- Waiters can place orders with a unique app that the restaurant offers.

- They even accept phone call reservation where the customers can reduce the wait time and has assurance to dine at the restaurant .
- They collaborate with the cooperative industry and prepare lunch for those who work there, like Trevor. On event days, Trevor places food orders for the Pentagon. The pick up is decided by the Trevor Company.
- They host enormous celebrations for things like communions and birthday parties. The owner avoids hosting parties on the weekends. He asserts that he benefits more from the customers than hosting parties on weekend . He accepts parties on Monday, Tuesday, Wednesday, Thursday, and Friday. He abstains on Saturday and Sunday. The personnel is trilingual in Hindi, English, and Konkani, which benefits the waitstaff in particular because it facilitates client engagement.
- They have a screen which does live streaming of matches let it be football cricket etc. This helps to attract more sports based crowd when the games are on. For example during ISL (Indian super leagues) all the fans irrespective of their favourite teams used to come to watch the match and cheer their team.

Weakness

- The Pentagon restaurant's seating capacity will decline during the monsoon. Although the restaurant can accommodate 180 table covers at once, the monsoon season only permits 120. The cover decreases by 40 during the monsoon. This year, the owner greatly expanded the number of seats available indoors. This year, 15 covers were added to the seating capacity. However, it still stands to lose 40 covers. They have the capacity to increase their seating during the monsoon. The shade can be raised to achieve this. Once the monsoon has passed, they may remove the shade and begin providing services to customers.
- Finding a parking spot might be challenging. Vehicles must be parked on the road going to the beach. Twenty cars can fit in their parking spot. If the auto aficionado visits this eatery, he will be disappointed. Their anxiety and worry about the car's safety would interfere with their ability to enjoy their meal.
- The proprietor makes the decision to construct a storage facility because it can be challenging to get fresh fish during the monsoon. He keeps the fish in a freezer that is just for fish while he makes future preparations. To assure a plentiful supply, buy farm fish like chonok, prawns, etc.
- Due to fewer tourists than in other seasons, there are fewer sales during the monsoon. Monsoon season sees a decline in foreign tourism. This hampers the profit and overall sale during monsoon.
- At times there is language barrier between the waiters and customers. This can be improved by hiring a waiter who knows different language. This can be an edge.

- Another drawback is that there are no AC sitting options. It is evident that during the summer, people prefer to eat at restaurants with air conditioning over those with open seating. They would rather not perspire. Consequently, visiting this location is not an option.
- Operating hours can be viewed as weakness. Restaurant industry doesn't work for 24 hrs. They have limited hours for running and making profit.

Opportunity

- Online ordering should be made available from the Pentagon in addition to zomato and swigy. They can develop a custom delivery app and provide food at the door.
- They should keep an active online presence on social media and a website in order to reach more people. They use the technology at the fullest.
- Today's power source is the internet. They need to utilise the available resources wisely. Social media is the ultimate marketing environment. It can be done with more people and for less money.
- They ought to invite well-known live bands like Black and White to perform in their eateries. People frequently attend to witness well-known bands or singers perform. This could be used as a marketing strategy to attract more customers.
- They ought to consider increasing the number of seats available during the monsoon. They can do this by expanding their capacity and providing more shade.
- They should run family-friendly contests and promote family-friendly offers like "lunch at the Pentagon with a sibling and receive 10% off on Siblings Day." On this day, they shouldn't offer customers the same family eating discount they regularly do.
- Upgrades should be made to the parking lot. Because they know that everything will be alright, automobile enthusiasts won't be deterred by the parking and perform a U-turn or worry about their car while they eat. They'll maintain their composure and work to enhance the restaurant's reputation.
- The owner was concerned about the resort at Majorda Beach closing. He feared the closure of his eatery. This was the turning point. Actually, he benefited from the shutdown. The eatery now has more parking thanks to the closure. His menu had previously placed a strong emphasis on continental cuisine, which had startled. This gave a chance for the Pentagon.
- The waiters should be taught other languages including French, Russian, and others. This could be a tactic to attract more foreign guests, especially Russian who will feel more of a home and be able to communicate more readily.
- Seasons can be viewed as an opportunity. Many tourist visits Goa based on seasons. Goa is known as tourist hub and most people prefer their vacation based on seasons. Some people prefer mon-

soon as they are nature lover and are fascinated by waterfall etc. some prefer December since it's more happening and there are different offered during this season.

Threats

- Poor weather limits people's mobility, which results in fewer consumers.
- The Martins concern is seen as the largest threat as well because it operates as a popular restaurant with live entertainment and Goan food.
- Pentagon Restaurant, however, makes an effort to outperform its rivals by playing both local and English music and emphasising a family atmosphere over one that is foreign.
- Technology, taste, and preference changes. The restaurant must constantly monitor technological advancements as well as customer tastes and preferences.
- The rival restaurant has certain dishes sold at 50 rupees like chicken steak at Pentagon is sold for 450 and at Martins corner it is sold for 400. Though the price can't overlook the fact that Pentagon quantity is much more and taste wise it's a better. But the price of rival can be viewed as threat.
- Further uncertainty
 - A. Increased fear as a result of the COVID 19 cases' growing ambiguity reduces domestic, international, and local human movement.
 - B. Russia The Ukraine War significantly impacted sales. Due to the war, there are no Russian tourists. It is believed that international travellers spend a lot of money and eat a lot of fish, which used to be a major source of revenue.

VRIN analysis

The VRIO framework is a strategic planning tool made to assist firms in identifying and safeguarding the assets and competencies that provide them a sustained competitive edge. Value, rarity, imitability, and organisation are the four characteristics that make up the acronym VRIO, and they are used to assess a company's resources and skills.

Valuable

- The chef, skilled labour, recipes, variety, and tie-ups are the most precious resources we can think of for the Pentagon restaurant.
- The most esteemed ingredients are the recipes and the talented chef. Restaurants have higher value because of the recipes and the chef.
- The chef and the recipes are what keep the cuisine tasting good and staying consistent. There wouldn't be consistency when the chef takes vacations if the traditional recipes weren't kept. By

offering the best flavour, the chef adds additional value with his abilities. That's not all; the bartenders also provide additional value. Customers are drawn to the restaurant by their excellent mocktail and cocktail styles.

- The pentagon benefits more from increased patronage at this eatery. It enables them to make more money for themselves.
- The partnership with Co Operates Like Seaman, Trevor helps Pentagon differentiate themselves from the competition and increases the value of their eatery.

Rare

- The menu's unique dishes and selections are what distinguish the eatery. Their uniqueness is based on their recipes. For example, the new meals, which are available in their restaurant and taste exceptionally delicious, include Tai chicken, prawns sesame toast, and others.
- Nobody can match the flavour and service provide by Pentagon
- The service provided at that price is definitely worth considering.
- All socioeconomic groups can enjoy the good service provided to them for a fair price.
- The Pentagon restaurant offers friendly service that makes patrons feel at home, and because of the warmth with which they are treated, patrons will undoubtedly return. If it rains, the watchman will retrieve the customers from the car using an umbrella. At the door customers are first greeted by the gate keeper then by the manager, and finally by the waiter. The customer is assisted to the table by the waiter. The waiter's constant checks and the owner's kind feedback conversations sum up the atmosphere.
- The restaurant serves a variety of cuisines, It provides clients with options. A nice menu option is available.
- The Pentagon is the perfect site to visit if one is travelling with family and they all have various food preferences. With this choice, they can attract more clients.

Imitable

- Pentagon attracts clients by providing them with high-quality goods and services at competitive prices, which has helped the company build its reputation.
- Restaurant patrons return frequently because of the excellent and consistent quality. However, if competitors invest a large amount in research and development, they can easily obtain the products and services provided by the restaurant.
- The service, food, and atmosphere this restaurant offers at the price are what make it so special. It might be regarded as the best package at the best price.

- The staff at the restaurant provides the best service, the best prices, a stunning view of the countryside with breathtaking sunsets and starry evenings, cosy lighting, and calming.
- The recipes and food are original. Thanks to the chef's taste. In light of this, despite numerous small companies' attempts to imitate the atmosphere created by beachside shacks, none can match their ambiance. Both the service and the delicious meals they serve are distinctive.

Non-substituable

- The company's ability to develop new products and launch them is aided by its strong financial position.
- The company has benefited from its financial health by being able to concentrate on developing new product offerings and sustaining high quality across numerous international markets.
- The support it provides to the business' effective and well-managed distribution system makes the financial strength useful as well.
- Their financial stability enables businesses to take advantage of possibilities and opportunities both inside and abroad. Another key resource for creating competitive advantage is the Pentagon's technology developments and integration.
- The organisation can continue to run its numerous business activities and processes efficiently thanks to technological innovation.
- The organisation can continue to run its numerous business activities and processes efficiently thanks to technological innovation.
- The ability of the Pentagon to develop a sustainable competitive edge over rivals is a result of technology improvements and methodical integration.

Industry Overview:

The hospitality market includes businesses (organisations, sole proprietors, or partnerships) that offer consumers lodging and/or prepare meals, snacks, and beverages for immediate .Restaurants are included in the broad category of the hospitality industry. Along with serving delicious food, the quality of the service is a crucial component. The restaurant industry was severely harmed by the pandemic. The profit this industry generated as a result of the epidemic was affected by the two-year whirlwind, thus 2022 is the year to end. The ride, a roller coaster, offers a lot of benefits and drawbacks.

How did Covid 19 affected the restaurant industry in India

According to a report from The Sunday Guardian on July 4, 2020, the COVID-19 outbreak has caused the restaurant business in India to suffer losses totaling roughly \$1 trillion (\$13 billion) over

the past 100 days. The industry's losses may have doubled by this point. The restaurant sector in India is thought to be worth 4.2 trillion rupees (\$57 billion).

According to a CRISIL report, due to the disruptions brought on by the COVID-19 outbreak, which resulted in store closures, job losses, and a cascading effect on the food supply chain, India's organised dine-in restaurants are projected to have a 40–50 percent drop in revenue this fiscal.

The Porter Five Model

Modernization and globalisation have made the restaurant business quite cutthroat. They make every effort possible each day to differentiate themselves from their competitors. They make an effort to adopt new ideas and follow trends in order to attract new customers. Unfortunately, maintaining a competitive advantage is difficult for eateries. The Porter's Five Forces serve as a tool to help the business community comprehend how competitive the market is and how to boost a company's long-term profitability. It is a method for analysing and determining the strengths and weaknesses of any industry. They are used to choosing company strategies. It offers advice on how to distinguish oneself from competitors in the sector. After Michael E. Porter, a professor at Harvard Business School, the Five Forces concept was created. Let's examine how these five models impact and support the restaurant sector.

The threat of new entrants

- To work in this field requires a respectable income. The main barriers to entry in this sector are the initial investment, setup costs, and equipment acquisition costs. When you enter the market, you need efficient marketing strategies.
- Thanks to technology improvements, businesses may now market online, reducing the cost of advertisements. It's necessary to differentiate your restaurant from the competitors when you first enter the market. With the help of a magnificent landscape, first-rate services, and other amenities, you can achieve it.
- At the start of the company, there was a worry that employees would leave and work for competitors after gaining expertise. As a result of the tendency to exceed the budgeted amount, finances can be a challenge for startups.
- The benefit of buying in bulk is that it enables the restaurant industry to make larger-scale financial savings. This is yet another element that makes admittance easier.
- The restaurant industry faces a moderate amount of risk. Costs are cut because they can buy the products in bulk and at a discount.

- Undoubtedly, the newcomer will have high fixed costs. A corporation must keep a minimal profitability margin when it enters a market. to promote brand recognition in the marketplace and raise sales.

Bargaining power of buyers

- Customer satisfaction is exceedingly difficult to achieve.
- To earn their business, the restaurant must give them more for their money. By catering to their needs, the restaurant may demonstrate value to its customers. Online food ordering with affordable home delivery is something I'd like to be able to do.
- The consumer has an impact on this industry's pricing. Their behaviour in making decisions and switching is what has an effect. One way that consumers may be impacted by price changes is by choosing a different restaurant if a restaurant's prices are too high. The price will be determined by the target market.
- This group of customers includes those who are influenced by price as well as those who are price sensitive.
- Customers who are concerned about prices as well as those who are influenced by the taste, quality, quantity, and service of the food will fall into this category. If they wish to earn the trust of and cultivate committed clients in this business, they must dazzle and make money by providing great service and products. If we approach it that way, bargaining power poses a challenge to the company.

Bargaining power of suppliers

- Restaurants' negotiation positions will be influenced by where they buy their food and other goods. If they get the materials from a place with a lot of vendors, they'll probably get them for the best price. Since there are choices among them, the restaurants will be in charge. The supplier will have more control over pricing and less influence from the buyer if there are fewer providers.
- The size of the restaurant is an important consideration. In a tiny restaurant, there would be fewer orders and a smaller demand for raw materials, so the suppliers would have more sway. When it comes to huge sales orders, both suppliers and restaurants will make bulk purchases.
- Where restaurants purchase their ingredients and other products will have an impact on their negotiating position. They will likely obtain the greatest price on the supplies if they purchase them from a region with a high number of suppliers. The eateries will be in charge because they have options.

- If there are fewer suppliers, the supplier will have more control over pricing and less influence over the buyer. A significant factor is the restaurant's size.
- In a tiny restaurant, there would be fewer orders and a smaller demand for raw materials, so the suppliers would have more sway. When putting in large sales orders, restaurants will purchase in bulk, which reduces the negotiation power of suppliers.

Substitute Goods Threat

- The important factor is that there are many restaurants around. Each restaurant has a different price because of the resources, staff, and supplies they use. Customers who do this encounter a challenging issue. They have trouble making the right decision.
- Customers frequently select restaurants with more amenities when options are available. In order to overcome the competition, the restaurant can offer features like high-speed wifi, a swimming pool, a live band, etc.
- By providing customers with high-speed Internet access, pools, self-service, delivery, and other options, several restaurants in the US distinguish themselves from the competition. These enterprises were viewed as a threat by many individuals who lacked these services. Today, home cooking also threatens the sector, in addition to restaurants.

Competitive rivalry

- Restaurant industry faces fierce competition.
- The whole business keeps changing and evolving. The restaurants struggle to maintain their reputation throughout and to have a competitive edge.
- Each restaurant tries to compete with others on the basis of their distinctive service which they offer.
- This industry is very much appealing for new, small local specialised rivals because of low exit barriers.
- The rival will always look towards having larger market share. They try to maintain profit and support the business towards growth.
- In this industry there is little customer loyalty which makes people shift from one restaurant to the other. They do it because of taste and preference. Restaurant industry faces high threats which enables them to receive high profit.

PESTEL ANALYSIS

Investors can learn about external elements through PESTEL that could directly affect the business environment. PESTEL stands for Political, Economic, Social, Technological, Environmental, and Legal Elements. These components help the company organise its money more effectively. The

PESTEL analysis of the restaurant business emphasises both the opportunities for growth and the threats that could impair it.

Political Factor:

- These aspects of governmental rules and how they affect business are relevant. The restaurant industry is significantly impacted by governmental laws and regulations. Regulations in the areas of health and safety, taxes, trade policies, labour law, environmental legislation, trade restrictions, and many more can have both beneficial and bad effects on the restaurant industry.
- Restaurants are required to strictly adhere to all health and safety laws. These restrictions have the biggest effect on this industry. They must maintain cleanliness and observe careful planning, packaging, and presentation. Cleanliness and hygiene should be their guiding ideals.
- GST
- After the introduction of the goods and service tax (GST) in July 2017, it became compulsory for restaurants and all other businesses. This tax system consolidates all the taxes that the restaurant and its patrons previously had to pay.
- In Goa, with growing concerns for food adulteration and use of carcinogenic chemicals, the government made it must to have FDA (Food and Drugs Administration) to operate the restaurant. This was done by keeping peoples health and safety in mind.

Economic Factor:

- Labor conditions : Back then during the economic robust it was way easier to get a job as a waiter. It was a cakewalk where one would show up, fill the form and would be hired on the spot. But that is not the case anymore and especially during recession. At times of recession, in the economy there are abundant labor available. The restaurant got options and would hire those labourers who have more caliber and are specialised for the respective position. With time things have changed. Today, many restaurants ask for work experience. Economic recessions decline the turnover rate, which is much higher in the restaurant industry. The labour cost has been increasing lately in a few counties which will affect the profit.
- Consumers disposable income : It is a want, not a requirement, to eat in a restaurant. To fulfil one's desires, one need to have adequate discretionary income in their bank account. During this situation, people will start to eat at restaurants instead of at home. For this to happen, the economy of the country must be robust. This is another import factor which affects the restaurants and it is this factor which makes restaurants to operate. If people have more disposable income than they will go out, hang out with family, friends and dine at the restaurant. the more disposable income the better it is for the restaurants.

- **Recession** : the first thing what people do during recession and other crises is eating out. Back then this was the prominent shift observed during the recession period. Since there is a drop in business, eateries lose money when this happens, and many restaurants shut down.
- **Economic decreases** :The economic downturn affects the restaurant. During this time people spend less and they try to save up money. The reasons could be unemployment which will lower consumer spending. People can't afford to dine in the restaurant and would hence prefer to go for fast food if needed. This period acts as a plus point for fast food.
- **Fuel price**: When the price of fuel increases the suppliers increase the price of supplying the required materials at the restaurant. This overall increases the cost of making the dish. For a short period the restaurant will operate and bear the no profit no loss business. If this continues for a longer period of time then the restaurants will change the menu with an increase in rate. The consumer will have to bear the higher price. Visa versa if the price of fuel decreases.

Social factors:

- The people's increased reliance on eateries is a result of their hectic schedules and style of life. When people are exhausted, they prefer to consume a delicious meal rather than make it themselves.
- Many people now place a high priority on their health and fitness, opting to consume organic and wholesome foods. They believe that restaurant cuisine is unhealthy. Restaurants should now take into account how people's lifestyles are changing and deliver organic and healthful meals. They want to maintain their health and physical activity.
- Today's generation is health conscious. They prefer eating healthy rather than junk. they opt for organic food, vegan food etc. there has been change in the lifestyle. in order to overcome such a situation the restaurants should come up with a healthy diet menu and incorporate vegan items etc. Though there is an option on the menu for salads etc yet they can increase the variety to attract more customers. The health conscious are the youth. To attract young youths McDonald's is changing their appearance. initially The restaurant was just "grab and go". A few years back they came up with modern interiors like wood, softer lighting, menu screens, and wifi. to attract the u\younger generation hey came up with surprise gifts like Madagascar toys minion toys etc. they even changed their slogan to "Lovin' Beats Hatin'" but this slogan didn't do much wonders. likewise they kept adding new items till today.
- Some people who have strong religious beliefs prefer eating establishments that share their beliefs. A vegetarian, for instance, might only dine at a vegetarian restaurant. But that's not the case now. Most restaurants are aware of these issues and fulfil their commitments.

- People in India are strongly focused on their religion. The majority of them, including Hindus, Jains, and others, refrain from eating in restaurants because it would interfere with their religious practises. For instance, Hindus who practise religion are concerned about restaurants using the same tools to prepare or serve food that they don't eat. For instance, pork or beef.

Technological Factor:

- The simplicity of technology has made life better. Now, customers may click to purchase what they want. You may order online right now because it is very simple. It only takes one click to place an order. Either the restaurant will provide home delivery service or it will work with organisations like Uber, Zomato, Swiggy, etc. By charging the restaurant 20 to 30 percent service on each order, these businesses increase the pricing on the applications.
- Restaurant cost of operating has reduced to some extent due to the QR scanner for menus. Instead of printing each menu separately and changing the prices, it is more practical to make the changes on the digital menu. This is one factor that to some extent assisted eateries in lowering their costs.
- Social networking can be considered as a great marketing strategy for promoting eateries. Customers' propensity to review restaurants online may be considered as a great way to advertise the establishment.
- The online order software cuts down on the time and effort components.
- Thanks to the feedback and review system, which helps in gathering opinions, the restaurant can expand and fix its flaws. It also draws in new customers.
- Thanks to modern cooking methods and tools, the cook can deliver a quicker service.
- The restaurant business in India has been progressively adopting new payment methods, but the epidemic has hastened this tendency. By 2024, it is predicted that the global market for contactless payments will triple from \$2 trillion to \$6 trillion, and that 34% of consumers will find it crucial to have these alternatives. Without the need for human touch, it is more hygienic.
- Telephone table reservations are becoming obsolete as online table reservation technology gains popularity. Customers have the option to view available slots and make their own reservations while on the go thanks to providers.
- restaurants may manage seats, waitlists, customer loyalty, and dining preferences through the use of technology-enabled reservation systems.
- Reviews : dealing with critics has long been a necessary step in the process. With the rise in popularity of blogs and social media, the hospitality sector has been completely upended today. Customers may immediately share their experiences online, which can either promote invaluable awareness and publicity or expose a business to possibly negative reviews. Any restaurant trying

to make a name for itself in today's market needs to learn how to deal with bloggers and internet reviews.

- The technology has helped in automation of several unwanted activities which can be considered as time consuming. The booking of table eliminated the wait time if the restaurants was full, the QR code scanner has made it easier to check the menu rather than waiting for the waiter to get the order and home delivery has further benefited the customers.
- It is now typical to pay using a phone app, an online portal, or a QR code. Because they eliminate a further point of contact and streamline and expedite the purchasing process, these choices are becoming more and more popular throughout the epidemic.

Environmental Factors:

- Restaurant operations must be reduced in order to have a smaller environmental impact.
- Frequently, people order too much food and waste it. It could have an influence on the environment. It can be composted along with fish waste and vegetable peels, and it can be used as pig feeding. Customer waste, though, could also be thought of as material waste. Restaurants need to implement a few basic waste reduction techniques.
- Packaging which is done for home delivery adds on to the waste.
- They could recycle or use alternative garbage disposal techniquesWet waste and dry waste can be separated from the rubbish. The wet waste can be turned into worm compost or used as animal feed. Recycling could be done with the dry waste. The wet waste is biodegradable and will take three to six weeks to completely break down. While the decomposition of plastic bags in landfills takes more than a thousand years.
- Climate is another environmental factor which hampers the functioning of the restaurantWhen it's raining, nobody wants to drive or stroll outside, which negatively affects restaurant sales. Sales can, however, fluctuate quickly, much like the weather. I have seen this while participating in the Pentagon's internship programme. There weren't many people dining at the restaurant during the red alter days. During bad weather conditions like heavy rains people movement are restricted. Although takeout rises in hot weather, transit business generally slows. The weekend lunchtime business is impacted by the sunny summer weather.
- Looking at seasons people opt for vacations which alters international and national touristsRecent conversations have revealed that many tourists travel to Goa to explore the waterfalls and other sites of interest. There was a time in Goa when it was challenging to see many tourists during monsoons. As time passes, preferences change.

Legal Factor:

- Legal and local bodies play a curtailing role. The authorities visit the restaurant on frequent bases and check the quality of the food, the expiry dates, the type of raw materials used, and whether the surrounding is clean and hygienic.
- Restaurants must adhere to way too many rules.
- If it is determined that they are breaking the rules, they are punished.
- For instance, a fine is assessed when labour or employment law is broken. Similar to this, eateries in Goa are required to pay a fee if they violate the rules governing food and drugs.
- Food quality and hygiene requirements are the two most important factors that fall under the regulatory criteria for product safety.
- Few guidelines for restaurants from FSSAI
 - A. Pest control needs to be done on regular bases. If any pest is found the restaurant should come up with immediate alternative to get rid of the pest. This need to be as there should be no harm in the food preparation and consumption.
 - B. Cleanliness should be maintained. The floor should be clean and utensils should be washed with detergent. No stain or marks should be left on the plate. Everything should be clean.
 - C. There should be dustbin kept for both wet waste and dry waste. The waste segregation is must as the dry waste can be sent for biodegradation and dry waste for recycle.
 - D. While serving food the waiter should use appropriate equipments to serve and should avoid using hand contact directly with the food.
 - E. Hands needs to washed with soap and both palm needs to be rubbed until the lather is formed.
 - F. There should be separate food containers kept for veg and non veg dishes. Like wise for cooked and non cooked items.
 - G. The storage needs to be kept clean.
 - H. The kitchen walls need to be kept clean and made sure that there should be no paint falling off.
 - I. The employees working should wear uniform, cut their nails, should not touch pimples and dig their nose. They should avoid bare hand contact with food.
- Food Safety and standards authority Of Goa: A licence from the FSSAI (food Safety and standards authority licensing) is required to open a restaurant. Without it, the eatery cannot lawfully operate. The Food License Registration Authority is a government agency that ensures that food products go through specific quality inspections, which helps to lower food adulteration and ensures that customers are served standard fare. There are three different sorts of food licences: basic, where the yearly turnover is less than 12 lakh rupees, state, where it is between 12 lakh and 20 crore rupees, and central, where it is greater than 20 crore rupees. This licence is of the utmost

importance because it attests to the customers' food safety, and it serves as a regulatory body to ensure safety for all food products in the nation as well as the food safety of restaurants.

- Health trade license : Given that food consumption is strongly tied to consumer health, safety, and cleanliness, this licence is very necessary for enterprises that deal with consumer food consumption. Following an inspection of the restaurant, the state municipal corporation may grant the restaurant a health and trade licence regardless of whether it satisfies the public health standard.
- Liquor license : If a restaurant offers alcohol without a licence, there will be severe consequences. The Local Excise Commissioner must be contacted in order to obtain this licence. Additionally, it should be noted that this licence is only available in states where alcohol use is not prohibited. For instance, Bihar prohibits the issuance of liquor licences.

Activities carried out within the internship programme and the learning's derived.

What we discover What we learn through physical experience differs from what we learn in the classroom. Teaching in a classroom enables us to evaluate the lessons we've learned during these two months of the internship programme. A location where working was enjoyable even under extreme strain and stress. Due to my lack of job experience, I undertook a few tasks throughout this internship programme that seemed difficult. But in the end, learning new things and facing challenges are never too late.

I have noticed and learned the following from my experience at the Pentagon.

I tried to perform the plating during the lunch hour when there was no throng. I discovered how they entice customers by making the meal appealing. I've also learned to pay attention to small aspects, including cleanliness—checking the dish before it goes out for servicing to make sure no bugs or debris have fallen in; keeping the platform clean; and putting items back where they belong after usage. This made it easier for me to plan ahead and be cautious in my actions. There is nothing small. It also gave me the idea to act lovingly because the results are very great.

There was a perception that tourists spent more than the locals. However, while working at the Pentagon, this notion was dispelled, providing me with a completely new perspective on my beliefs. I saw that there were more local tourists compared to foreigners. And it was Goans who visited most often, not tourists. There was a time when Goans were scared to enter restaurants and dine. That's mainly because of income. They used to spend less on outside consumption. But today, things are not the same. From my observation, Goans were heavy spenders and frequent visitors at the restaurant. For all the occasions, from birthday celebrations to job promotions, all events are celebrated at

restaurants. This is happening because people's purchasing power has increased. That's a positive sign for the growth of Goan income and also for the state's economy.

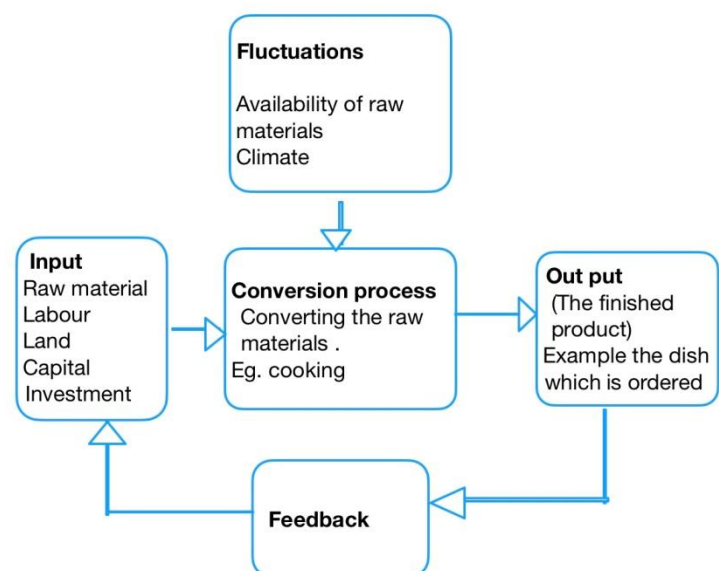
Communication skills

Despite the owner's hesitation and scepticism, I tried the service. I discovered during the activity how crucial clear communication is. Taking care of dishes learning how to serve and table manners. Also essential is patience. You wouldn't be forced to stand and continually changing orders by many clients. I took care to keep a grin on my face and hide any internal dissatisfaction as I performed the task. I've had to learn how to set priorities and juggle multiple tasks. During service I had to multitasking between the kitchen and the clients I've learned how to ask for assistance and find answers via the labour of others. I've learned from my mistakes and that everyone makes mistakes, but it's how we deal with them that counts.

Operational management

I gained knowledge of the operational management of the restaurant business via my internship at Pentagon. I gained knowledge about the production of the food and the services they offer.

The input stage of an operation is the initial stage. Selecting the best raw resources, land, labour, and capital inputs essentially marks the beginning of the process. The owner chose the greatest location where the raw material supply is practical and affordable. The cost is further decreased by the owner purchasing the raw materials in bulk and benefiting from discounts



Making a plan is essential. The restaurant won't run smoothly without planning. The restaurant's atmosphere, setting, and food were carefully arranged by the owner to make it stand out from the competition. A few examples include the affordable prices, the newly introduced menu items, and live music. In addition, he works on the finances by locating the appropriate staff for the job and the appropriate dealer to buy from. It then goes through conversion after this process. Here, the ingredients are prepared based on the dishes that are ordered. The dish is prepared once the conversion process is complete. This output is what the customers demand. But the process is not simple. A few

variations, such as the availability of raw materials, seasonal clients and orders, etc., have an impact on the conversion process. After the meal is served, feedback is gathered. This serves as a tool for improvement and for understanding customer demand and desires.

It is necessary to oversee and supervise all of the activities. An ongoing inventory check is necessary to prevent raw material shortages and excess storage at the restaurant. It's also important to keep an eye on the quality of the food and services the restaurant offers. If there is a malfunction, a speedy repair is required. The restaurant's goal is profitability, which they attempt to achieve by eliminating unnecessary expenses. They make an effort to be on schedule. They stopped the undesirable activities. Using an app to place orders, rice and other dishes being prepared in advance, etc.

The owner delegated to me the responsibility of visiting each table after a meal to collect client feedback. It's not always the case that customers would provide honest feedback if asked, but they would if it were on paper or a pen, so at first I questioned what value it would offer. This was really a misunderstanding on my part. The verbal input provided a window into how they really felt. A few of the facial expressions are self-explanatory. I wrote down their real thoughts and opinions in a book, which I later reviewed with the owner. The owner worked to improve every aspect of the comments, whether it was positive or poor.

Seasonality and customers timings

The peak time and buzzing hours are during the end of November, December and January. Where there is rush and queue for tables. The slowest business is during June, July, August and September. But the locals at the pentagon make this place buzzing and happening. Thursday the crowd is less compared to all the days of the week. This is because Hindu's don't eat non veg and they prefer eating veg prepared at home. In the afternoon from Monday to Friday pentagon catered to less sales and does not function at full capacity. And yes the weekends are hustling and every member of pentagon are on toes on Saturday and hour.

Learnings derived from storage department:

I have learnt that it is a must to take the required number of measures to maintain the freshness and quality of the meals that are purchased. Firstly every component needs to be sorted and food items should not be mixed. Proper care needs to be taken while storing vegetables and fruits. It is an essential duty while working in the restaurant to understand which cuisine varieties can and cannot be combined.

For instance, I have learnt that it is important to avoid combining fruits and vegetables like apples, watermelons, eggplants, potatoes, carrots, and broccoli with fruits and vegetables like bananas, melons, pears, mangoes, and tomatoes because the first group releases ethylene gas. The second

group, however, is vulnerable to ethylene gas. one's meal will swiftly deteriorate if one combines the two. Proper segregation and knowledge is key when it comes to storage.

In order to maintain the quality of their culinary ingredients, restaurants must replenish their supplies every week or month. The raw materials need to be purchased on the basis of the demand. The shelf life of vegetable and raw material is very less hence the purchase is made after alternate days. The owner purchases what is needed and avoids wastage.

Working at the Pentagon taught me how to store perishable items, particularly fish. The fish in the freezer tends to lose its freshness if it's kept for a long period of time. The storage makes the fish available during the off season but can't assure freshness. The best way to maintain freshness is by keeping the fish on ice and changing the water as well as the ice on a regular basis. For this, constant checking is required.

By purchasing what is needed and taking care of the storage will help to reduce wastage and will save up the cost. In order to reduce wastage or avoiding less supply there should be better forecasting done and proper planning. The inventory manager has to keep a track on most valuable item and what sales out faster. For instance in pentagon restaurants chicken was fast moving raw material. So they needed to purchase this more in a day 20 to 30 kg chicken gets sold out. while lobster was getting sold on fewer bases on an average of 2 to 3 in a day. Hence lobster purchase should be less. It gets sold out less because it's an expensive item. This will help to purchase what is necessary and will help to maintain the store and avoid overfilling of storage with least required items.

Time management

Time is a further element that is crucial. Through observation, I have discovered that the Pentagon Restaurant strives to eliminate all time-consuming activities. Let it go for two minutes, even in that case. They accomplish this with the use of the Pentagon app, which was created specifically for Pentagon. There are 10 tabs provided to waiters, one of which has this app downloaded. The table orders placed using this app are immediately delivered to the kitchen and check-out counter using local wifi. No longer does the waiter have a tendency to forget to take the order. The software helps the chef fulfil the order as soon as possible and allows the waiters more time to consider the clients' wishes. Both the Pentagon and the customers place a higher value on time. Such actions assist them in reducing unneeded kitchen crowding and restaurant up-and-down movement. They cut all the vegetables, marinade them, and even prepare several curries. They can cut the time down because of this. This is convenient and saves time.

Prioritizing

The challenge for the nearby staff is to determine what needs to be prioritised and how to do it. In Pentagon restaurant, employees are constantly busy, thus it's critical to prioritise activities to ensure efficient task management. While keeping track of orders historically is vital, urgent requests from peers or management may take priority over what you're already working on. Anywhere, prioritisation skills like establishing boundaries, assigning work, and reducing distractions are beneficial. I discovered how to set priorities in order to work efficiently as a result of this.

Teamwork

Every position in a restaurant depends on every other one. For instance, a waiter counts on the bartenders and cooks to arrive on time. Along with taking precise orders, hosts and hostesses should seat patrons promptly. This will enable them to promptly attend to each table. While working as an intern at the Pentagon, I gained knowledge about team dynamics, how to manage them, and to some extent, how to deal with various personalities in a fast-paced workplace.

Another significant skill I've developed during my internship is teamwork. The restaurant operates at its peak level thanks to the combined efforts of the entire workforce. While functioning, good coordination and communication are essential. Nobody is concerned to clarify or ask questions. The restaurant staff advised me to ask questions and get answers before, rather than regretting it later. Everyone tries their hardest and encourages one another to try their hardest. This restaurant is a great spot to eat thanks to the efforts of the entire staff. The team members consistently supported and aided one another. Their ability to work together encouraged me to be brave and help others, even if it meant working a little bit more. At the end of the day, you want the objective of your business to be achieved. It taught me to always offer assistance when someone asks for it.

Like in many other professions, there are times when things don't go as expected, creating a situation where a problem needs to be fixed. The staff members simultaneously maintained a happy attitude and saw to it that their visitors had a good time. I've observed the workers there teach me to maintain composure when handling issues. This is a skill that I can use in any sector and keep with me for the rest of my life.

To be creative

In this continuously changing industry, Pentagon's most daring chefs don't hold back when it comes to experimenting with tried-and-true flavour combinations and incorporating fresh ingredients into their dishes. To sample the special cuisine served at this restaurant, discerning diners travel significant distances.

The creativity displayed while preparing meals or working in the kitchen is tough to ignore. You'll discover that the unusual items typically earn the highest praise. This will teach you that taking

chances may set you apart and considerably help your business, regardless of the field you operate in.

Market structure

Pentagon restaurant is monopolistic structure. Many restaurants offer food, but they differ from one another in terms of the food's quality, the way it's served, the number of dishes they offer, etc. Each restaurant manages its name and its pricing. What's makes Pentagon restaurant to be monopolistic is that there are many restaurant fighting their battles with each other to attract more customers and to defeat their rivals. They do it by differentiation themselves from others for example Pentagon differentiate themselves from other restaurants by giving 10% off for Goan locals if they dine at Pentagon, by providing live music, unique dishes like prawns sesame toast etc. The entry and exist is very easy in the industry. There are many substitutes. If not pentagon then martins corner zeebop Aaron's beach hut etc. The restaurant must be able to distinguish their goods from those of their rivals by raising their quality, whether it be actual or perceived.

Problems identified and solutions

- Due to the stress and pressure around it is believed that the staff and employees lose their composure most of the time.
- The employees performance at pentagon may be hampered by the client's verbal abuse or harsh behaviour, a bad day, or a personal issue.
- To prevent this, the owner of the Pentagon should hire trained personnel or temporarily place new hires under the supervision of experienced personnel until they are proficient in problem-solving techniques. Won't suggest for training programs as it won't make sense for the owner to invest in such programs as they won't be making that much of profit from each dish. It can be viewed as unnecessary cost.
- The main issue that is observed is parking.
- Due to a scarcity of parking spaces, some clients must park their vehicles on the road.
- Sometimes the line of cars gets too long, making it difficult for the watchman to keep an eye on them.
- The owner may be able to locate a nearby property a field that he may either buy on lease rather than parking on the road and utilise this field for the parking.
- The majority of the time, parking on the road leads to congestion and even poses a difficulty for those travelling to the beach.
- It gets a little crowded at the entrance during the monsoons.
- The place gets crowded due to the lack of space and people standing at the entrance .

- The seating capacity should be raised even during the monsoon season, as noted above in the SWOT analysis. During monsoon it is not working at its full capacity.
- Since there is no more room for consumers because of the full seats, the owner should install a false shade.
- Even when there is a sale, the owner loses clients since there isn't enough shade or infrastructure.
- Language is seen as barrier for many.
- By employing the appropriate individual, the owner can avoid this circumstance.
- The owner while hiring for waiters job needs to considered employees communication skills as well as his ability to serve
- Better job opportunities offered else where can be seen as negative influence on business.
- Pentagon restaurant didn't have vision and mission. After taking the approval of the owner, that's when I wrote the vision mission for them.
- The eatery is not being properly marketed. They need to be more active and engaging on their website and Instagram page. They should advertise the restaurant more. On special days like Mother's Day and others, they can organise contests, offers, etc. They must utilise social media because, in the modern world, it serves as a crucial tool.

Conclusion:

It was an amazing opportunity for me to intern at Pentagon Restaurant since it gave me insight into how restaurants operate. The knowledge I gained in the classroom, particularly in the areas of communication and quality, helped me throughout my internship program.

There are undoubtedly issues in any business; the key is how you handle them. It's concerning that the Raj's Pentagon faces fierce competition, especially from Zeebop and Martin's Corner. With calm and collected ideas, the owner of the restaurant tries to win the hearts of the customers. He tries to differentiate from the competitors in all possible ways. In fact, the Pentagon had a number of advantages over the two rivals in that regard. Zeebop operates during the busy season; during the rainy season, it is closed. During this time Raj's Pentagon attracts tourists as well as locals. It offers best service and food making people want to dine again. From the selection of cuisine to the flavour, the setting and the service are all excellent. Everything about the food—from the variety to the flavour, the atmosphere to the service—is exceptional which sets them apart from Zeebop.

Martins Corner attracted more tourists , particularly Indian tourists and foreigners, but the Raj's Pentagon focused on Goans, Indians and foreign visitors from Goa. They have no predetermined

targets. Raj's Pentagon also serves traditional Goan food which is made with love from goan households . Like I said, Raj's Pentagon does not give its rivals any room for victory. The live music and the quality of songs and singing provided by musicians attract more customers to Pentagon.

That's not the end, it differs from other eateries in a number of ways as well. They stay connected and updated with trends and technology. They utilise the most recent tools and keeping themselves informed. They stand out from the competition because of their distinctive meals and innovative recipes.

Pentagon should be active on social media and active their websites this will help them to reach wider audience and market themselves not just within India but globally. They should make the best use of social media which is seen as boost. They need to also tell people to tag them and give feedback's for improvement.

There have been no complaints about the family-friendly services provided by the Pentagon.

Because the meal is so good, you'll probably visit this place again and again. It is worthwhile to visit a restaurant that prioritises the needs of the family, people and offers top-notch service. If they continue to update and develop every day, their brand will become well-known and the market will quickly flourish. However, the owner has plans to open a franchise somewhere else. The Pentagon works diligently to fix all of its problems. They are making greater progress, and soon their efforts will yield more fruitful outcomes than they do now.

Through this internship, I was able to understand how restaurants operate as well as how to overcome obstacles, stand out, and conduct business. My MBA program's lessons were applied in the real world and helped to shape a better experience for me. Working at Raj's Pentagon helped me learn new skills and expand my knowledge because I've always thought that information is never enough.

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