



The role of information, innovation in the restaurant industry

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Abstract:

The restaurant industry has the measure of being second largest employee labour force. For a business to remain different and cope with it's contenders innovation is a very important key.

The purpose of this research was to analyse the reason behind the success of some independently one's owned restaurants which do not follow up the innovation strategies but got succeeded far off three years of functioning . The substructure applied in this study is dynamic capabilities. The 3 themes of triumphant restaurant career is marketing, innovation , and innovation measurement.The standpoint of customers has a major impact on the innovation industry and for the one seeking victory in this field to have a constructive social swap we need to increase the local associations' economy by uplifting more restaurants owners to enter the trade. According to a survey people dine out for lunch and dinner and have different diet. The thing which helped them to select from the menu is the picturing,showing about the dish which also helped them to select it with confidence and easiness and adding narrations to it, explaining about the content of the dish would be a best idea. If we would add pictures in our menu it would also help the people watching it online on social media to get an correct idea about it and in selecting it. One more thing in this study is that the type innovation choosed by the manager also depends on his own personality. In other words the correlation between communal-enumeration outline of restaurant and type of innovation.

Keywords:

Innovation, independent restaurant, innovation strategies

Received 21 Sep., 2022; Revised 03 Oct., 2022; Accepted 05 Oct., 2022 © The author(s) 2022.

Published with open access at www.questjournals.org

I. Introduction:

Restaurant business is one of the healthy sector. The restaurant industry is making progress largely .Is it necessary to do innovation in restaurant industry? Do people or restaurant owners talk about it? If its then we have to start it with our main focus to be at the customers to increased our competitiveness and boost up our business. This concept is nog only gives you good for the restaurants but also makes the managers the owner,the entrepreneur to know globally about the customer's needs and expand their skills and knowledge as in the field they are working in.As told earlier as well this study told us the correlation between the communal-enumeration of mangers and applied innovation and this study also helps the restaurant to pick and choose any further future innovation strategies and to be aware of changes.It also tells about the mangers interest and seriousness in innovation and innovation strategies. There are a-lot of restaurant and of different types but they are mainly classified as limited service restaurants and full service restaurant . Limited service restaurants are usually

known as fast service, low prices and less services. By meaning limited service restaurants you can think of fast food spots like KFC and McDonald's. A full service restaurant categorised as greeting customer, detailed services and full dining system.

II. Brief Literature Review:

Innovation can simply mean converting into something good or applying some new ideas which will help in getting new and more customers. Moreover, innovation should result into something new and creative, a new product or any service to facilitate the restaurant. Innovation is adapting the demands of customers and providing solution of current problems.

There is a saying that innovation can simply be achieved by creating new scheme or using one in a different way or modifying some parts of the scheme. It may be hard to explain what innovation actually is but it is very necessary for the restaurants if they want to keep being successful, consistent and defeat their competitors. As restaurant industry has more chances of bankruptcy innovation is the shield that protects them from it and is their key to success. When we talk about innovation the owners mostly think about changes and focus on customers only whereas innovation is not only about attracting the customers it is about evolving the business.

Innovation in restaurant industry can follow certain paths such as design and atmosphere, food, technical changes. By design and atmosphere one can change the interior, by food one can think of about the portion of food, ingredients etc. by technical innovation we can think of making our online business more friendly.

When we talk about technical innovation the example of Israeli developer comes to mind who for solving the problem of order taking and removing traffic and for innating the delivery area used specialized drones. By using the drones the orders would reach the customer in just 4 minutes where it was used to reach the customers generally in 25 minutes by the long and road full of traffic.

The augmented culinary method is the best thing for making interaction between the client and restaurant. Lampix created this device. This device stands above the surface and through projection and computer vision it can understand everything that takes place there. There will be no need for physical menu to order that surface can be the menu and by touch you can order and also that can be the place for serving and in the near future it will soon be possible for this device to be used in every place.

III. Conclusion:

As mentioned earlier, the purpose of this study was to find out if innovative gastronomy could represent a successful business idea and how customers perceive innovative cuisine. Most respondents go out for lunch or dinner and have a variety of meals. Compared to before, the number of people who followed other diets (vegetarian, ketogenic, gluten-free) increased. This can be explained on the one hand by the principles of social trends and social consensus, and on the other hand by the increasing number of such restaurants on the market. Most people who eat out choose a restaurant based on what the restaurant offers. In particular, the most important aspects when choosing a restaurant are the food, location and atmosphere of the menu. Image is an important factor when choosing a dish. Restaurants need to take this into account. When it comes to novelty, customers say the combination of materials is important. Some answers stand out, such as plum compote sauce with mashed potatoes, red burger buns, crispy potato skins, and edible flowers. Desserts such as semolina / rice pudding, plum dumplings, and koliva should be mentioned specifically for dishes that people want but couldn't find on the restaurant menu. This is followed by vegetarian food. Respondents cited cashew cheese, broth (fake tripe soup with Pleurotus mushrooms, salad soup), and insect-based dishes (ants). With the exception of ants, the rest of the dish is a rethinking classic with new ingredients that transform the classic into a new and modern one. Great food, friendly and courteous staff, and a cozy atmosphere are some of the reasons for a satisfying restaurant experience. These factors are also found in restaurants such as Restaurant Shift, Alt-Shift, Dorobanți Market's Fish Section, Switch.eat, Alioli Group Restaurant, Restaurant Vivo, El Torito, TorotiailCalcio, Restaurant La mama, Places with. Romanian and international cuisine, excellent cuisine, special restaurants and well-trained staff, a successful business well-known among Bucharest's customers. The probability of choosing a new dish from the menu achieved a score of 3.58 / 5, the result was closed.

IV. Results:

The questions were created to help authors understand consumer habits and preferences and achieve their research goals. One of the questions was "Which type of meal do you choose when eating out?" (choices allowed). The results show that almost all respondents chose dinner and lunch. These are the busiest moments in a restaurant, so they stand out in business. Far from the top spots are brunch and breakfast, which are mostly skipped or served at home. Another question related to the respondent's main dietary choice ("The type of diet you follow"). According to our study, the majority (88.2%) eat a variety of diets, 6.9% are vegetarians

(including dairy products), and only 4.9% are vegan, ketogenic, gluten-free and other others. I'm eating a meal. Even if the proportion of people with different nutrition is low, that tendency is increasing. An increasing number of people are interested in ketogenic diets, gluten-free diets, or similar diets. This is also documented in the literature, and the authors show that such eating behavior is becoming more familiar (Foodinsight, 2018; Duncan, 2019). In addition, people are becoming more aware of the benefits of a healthy diet. All of this can be explained by the information available today and the selection of more sophisticated foods for people. The 2018 Food and Health Survey (Foodinsight, 2018) shows that consumers are concerned about their weight and the energy and brain function they get from food. Another question in our survey is to identify the main reasons people choose a restaurant ("they choose a place"). There were no three answers to this question. The most common choice was menu food, with 104 votes (72.2%) out of 144 people answering the question, followed by 22 votes (15.3%) of places, atmosphere (13 votes), and market novelty. . . (2 votes), price (2 recalls) and quality. In restaurants, unlike cafes, terraces and other businesses (mainly focusing on atmosphere, location, etc.), the most important attribute is menu dishes, so this order is normal. Most people who eat out choose a restaurant based on what the restaurant offers. In particular, the most important factor when choosing a restaurant is the menu dish (72.2%).

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