



EXPLORING THE “FLOWER OF SERVICE” CONCEPT IN FOUR PIZZA RESTAURANT AROUND KHILGAON AREA

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Internship/Project Report Approval Form

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Letter of Transmittal

December 2023
Department of Business Administration
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Subject: Submission of Project Paper on " **Exploring the “Flower of Service” Concept in 4 Pizza Restaurants Around the Khilgaon Area.**"

Dear Sir, Ma'am,

This is my great pleasure to submit the Project Paper. The title of the report is "**Exploring the “Flower of service” concept in 4 pizza restaurants around the Khilgaon area.**" This report has been prepared to fulfill the requirements of my internship/project program.

I have tried my best to make this project report most successful one. It has been a pleasant & enlightening experience for me to work on this interesting topic & prepare this report. I would like to express my affable gratefulness to you for your kind guidance and suggestions in preparing the project report. It would be my great pleasure if you find this report constructive and informative to have a noticeable perspective on this issue. I will be very much happy to provide any further explanation and information regarding this report if required & please do not hesitate to reach out if you have any queries on this report or any other relevant matters; thank you for your time and consideration.

Sincerely Yours,
Muhsena Ali Rumu
ID: 183011105

Acknowledgment

Firstly, I would like to thank The Almighty for his never-ending grace, mercy, that he gave me to conduct this project report. I would like to convey my warm-hearted thanks to the honorable supervisor, Dr. Umana Anjalin for allowing me to work on such an interesting topic and she thoughtful comments and recommendations throughout this study. She always tried to give me her most valuable suggestions and overall information, guidance, support, and assistance to the development of my work plan and writing of this project report.

Furthermore, I would like to give special thanks to my friends Shaima Islam and Mohammad Razon, who helped me to complete my project by sharing their knowledge to overcome different problems throughout the research.

Lastly, I would also like to thank all the employees and participants who responded to my survey and helped me by sharing their information, opinion, and suggestions. Without this, the research would not have been possible.

Declaration

I declare that the Thesis Paper on " **Exploring the “Flower of Service” concept in 4 Pizza Restaurants around the Khilgaon Area**" is only prepared for the requirement of a Bachelor of Business Administration (BBA) degree and incorporate a practical and individual project report prepared under the close supervision of my supervisor Dr. Umana Anjalin, Associate Professor, School of Business, University of Liberal Arts Bangladesh.

I further declare that the study is original and no part or whole of the report has been submitted to any other university or institution for any degree or award or any other purpose.

Executive Summary

Fast Food industry is growing rapidly in Dhaka; especially in the Khilgaon area and there is a great demand for quick and affordable meals such as pizza. Popular fast-food franchises like Pizza Hut and Dominos have already established their presence in our country. However, Dhaka's growing middle class is increasingly interested in the fine dining experience. This presents an opportunity for local players to compete and expand by offering unique and luxurious dining experience along with their supplementary services. So, I have decided to work in this food industry sector for my BBA final project.

The purpose of this report is to explore the “Flower of Services” concept in 4 pizza restaurants around the Khilgaon area and compare their core products and supplementary services. For my report, I have chosen “Pizza Hut”, “Dominos”, “PizzaBurg” and “Cheez”. Among these four restaurants, two of them are foreign franchises and others are local. In this report at first, I have discussed the elements and concept of the flower of services. However, I have reviewed lots of literature related to my topic and written down the summary of literature. Core products of all the restaurants could be similar to each other, but when I began to gather information based on the “flower of service” concept, I discovered several differences among those restaurants. So, for my report, I did research on their billing process, sales promotion, ordering process, hospitality, customer service, physical environment quality, advertising, and customer satisfaction. Based on that I interpret the findings and analysis through 5 processes. Moreover, my research is qualitative, so I did non-probability sampling and collected data primarily through my personal observation and in-depth interview. Furthermore, I have explained the contribution and gain of my research paper; My study will help the restaurants to keep track of their competition and assess their marketing practices. Limits exist in every research; to be honest, I have also faced some limitations in doing the research and I have acknowledged those limitations and completed my project paper by giving some recommendations for the restaurant business.

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Chapter 1:

Introduction

In Bangladesh, entertainment involves food. When you meet friends or go out with family members, fast food is an indispensable part of the ritual. In the context of Bangladesh, the popularity of the pizza restaurant business is booming now and the number of these restaurants in the Khilgaon area is increasing dramatically. That's why I decided to explore their services and do a comparative analysis among a few pizza restaurants. Comparative analysis evaluates the competition in the marketplace, which is a prime part of a business in this competitive era. Food is one of the major human right and needs. The restaurants in Dhaka city has increased dramatically in past few years. Also, in a pandemic situation where all businesses were closed, people were laid off. But there is one business that was not completely closed or lost money: the food industry. They continued their business by taking online orders and delivering the food. So, here supplementary service became important part of their business. However, the concept of "Flower of Service" can be used to measure the success of a restaurant business. Accomplishing the Flower of Service concept in a restaurant, is an accurate way of making decisions for new or established restaurants, and for the existing restaurants as well. This concept places a greater emphasis for supplementary service along with core products. A comprehensive, consistent system and service quality will enhance the restaurant's visibility compared to the other competitors. Service quality is often determined by the customer's perception of the overall evaluation of the service provided (Qin, 2009). Moreover, with the delicious food if customers get comfortable space, and extra ordinary services then they will frequently re-visit the restaurant. Most of the business always face the challenge while providing the right things and services based on consumer needs. However, nowadays customers or food lovers in Bangladesh are becoming big fans of pizza, especially the urban people. Dhaka's pizza markets are increasing rapidly, including global chains and local brands. As there are lots of competitors and everyone's core products are almost the same and therefore, those brands are more focused on supplementary services. So, to create this report, I explored the services of those pizza brands and did my analyses based on the "Flower of Service" concept.

Research Objectives

As I demonstrated earlier, there are more than thousands of restaurants available in Dhaka and each restaurant offers its unique dishes. Not all restaurants are suitable for everyone. Each client incorporates a favorite cafe or eatery. Through my qualitative investigation, I can profoundly investigate client needs and inclinations. By conducting interviews or center bunches, my objective is to burrow more profound into the subtleties and complexities of the client encounter, gathering important bits of knowledge that go past Basic numerical evaluations or comments. By gathering criticism and investigating the administrations, I will recognize ranges where they can make strides in extra administrations and progress by and large client involvement. So, I conducted research and delved into the flower service concept of four pizzerias in Khilgaon and those are “Pizza Hut”, “Dominos”, “PizzaBurg” and “Cheez”.

Furthermore, to be very specific my research objectives are:

1. Explore and compare the core products and supplementary services of different pizza restaurants.
2. Another purpose of this study is to determine different supplementary service attributes that have an impact on the market position of the restaurant sector and customers' overall satisfaction.

Background of the Study

From the start of their travel in Bangladesh in 2003, Pizza Hut has opened the entryways to the primary lead Outlet in Bangladesh with Transcom Nourishments in December 2003. At that time, they opened 8 dine-in eateries and 8 Pizza Cottage outlets from where the esteemed clients could get their pizzas conveyed. After that, the demand for pizza has expanded dramatically. Moreover, the restaurant industry has seen noteworthy development over a long time, with numerous eateries advertising distinctive cuisines and inclinations. With the developing request for worldwide flavors, pizzerias have ended up greatly well known in Dhaka, particularly within the bustling Khilgaon area. Khilgaon may be a major private and commercial zone of Dhaka, celebrated for its dynamic nourishment scene. The developing number of pizzerias in this territory appears that the request for Italian cuisine within the city is developing. Be that as it may, there are a few components that impact the showcase request for pizza in Khilgaon such as Populace, Salary level, shopper inclinations and way of life, competition, Promoting, and advancement. Area and accessibility, Quality, and cost. Be that as it may, considering elective services advertised by these facilities gets to be vital to assess their victory and recognize ranges for advancement. I did this study on pizzeria service in Khilgaon utilizing a subjective plan. The sample estimate included consumers of these eateries with the point of capturing a differing viewpoint on the eating encounters advertised by these pizzerias. To get better at participants' encounters, subjective interviews were conducted with a chosen gathering of respondents. Open-ended questions were inquired to investigate their likes, detests, and recommendations for enhancement. In addition, my inquiry into pizza restaurant's administrations in Khilgaon uncovered a few imperative discoveries. To begin with, I watched that clients prioritize fixing quality, taste, and opportune benefit when assessing their feasting encounter. Also, variables such as cleanliness, air, and reasonableness moreover play a critical part in their general fulfillment. The discoveries of this study can direct pizzerias in Khilgaon to tailor their administrations to meet client needs, in this manner contributing to the development and victory of the neighborhood industry. In addition, such investigative endeavors play an imperative part in upgrading the in general feasting encounter and making a difference pizzerias flourish within the competitive Khilgaon advertise.

Importance of the Study

The Flower of Service concept may be a vital showcasing system that emphasizes the significance of benefit as a key component in conveying esteem to clients. In this demonstration, the center item takes center organize, encompassed by complementary administrations. Having conducted my research on the application of the Flower of Service concept within the setting of pizza restaurants, I accept that my findings will altogether contribute to the existing body of information within the field of benefit marketing. An examination of how the six components of the Flower of Service is executed within the pizza restaurant industry gives pizza eatery managers and administrators with commonsense data on how to progress benefit conveyance and client fulfillment. So, my objective is to supply profitable experiences and proposals to assist pizza eatery proprietors and directors in moving forward with their benefit and eventually make a more fulfilling and agreeable encounter for their clients. Be that as it may, my idea will also help the restaurants to keep track of their competition, so they can see where they stand in connection to others within the industry. That's why I worked on this concept.

Besides, my inquiry can contribute to a broader academic understanding of benefit promoting and client encounter within the setting of the nourishment industry. By conducting investigations based on real-world examples, I trust to provide practical and significant proposals that pizza restaurant proprietors can execute effectively. Overall, through my inquiry, I endeavor to form a significant and valuable contribution to the understanding and application of the "Flower of Service" concept within the pizza eatery industry.

Chapter 2

Literature Review

The term 'service' has numerous definitions, and numerous researchers have their own views on the term 'service'. However, these definitions crossed and drove to the same concept of intrigue. The American Promoting Affiliation (2008) characterized a service as a set of benefits and exercises for dealing with a specific good or item. On the other hand, Kotler (2003) characterized a service as an activity resulting from contact between a service supplier and a beneficiary (client), and Gummesson (2004) considers a service to be the nature, quality, and characteristics of a Service, eventually fulfilling clients and assembly desires.

“Flower of Service” Concept:

Numerous introductions and sorts of service considerations have shown up within the literature, including the concept of extra services, which refers to auxiliary services given to clients after acquiring goods/services/products. According to Goyal (2004), in terms of services:

There are two sorts of services. Core services allude to the results and consequences of acquiring a specific thing that a client expects for the cost of that thing, such as when a client buys a replying machine that was utilized by an end client. Customers expect the machine to get the message and spare it. On the other hand, there's another sort of service, to be specific supplementary services, which alludes to a gathering of services that encourage or move forward the utilization of core services (Lovelock & Wirtz, 2016). Service suppliers frequently endeavor to supply a comprehensive encounter to their clients with the point of expanding future buy aims and fortifying client dependability.

This comprehensive "flower of services" show recognizes two sorts of administrations that organizations should give to their clients: core services and complementary services. Core items are products and center components that give basic problem-solving benefits that clients want. For example: in terms of pizza restaurants ``pizza” is their core product and home delivery is their complementary service which is an extra benefit for the customers as they are getting food by staying at home on a busy day or on a rainy day. However, these extra services make the actual service simpler to utilize, increment its engaging quality and esteem, and empower companies to charge premium costs. In addition, supplementary services are categorized into two parts; one is improving supplementary services and another one is encouraging the supplementary services (Lovelock, Patterson, & Chew, 2009).

These components encourage the utilization of core products and progress service conveyance (Lovelock, Patterson, and Chew, 2009). More than 30(?) A long time ago, Levitt (1980) recognized the significance of complementary services, emphasizing that in competitive markets, complementary services make the distinction between fruitful and unsuccessful companies. They found that extra services can have a critical effect on client esteem by expanding its engaging

quality and esteem, permitting companies to charge higher costs. Lovelock (1992; 1995) tended to this issue by creating a complementary service demonstration that gives arrangements that increment client value. This show appeared how core services can be amplified with extra services. Extra services were encouraged and categorized into eight clusters by Lovelock's demonstration and those are:

- Information
- Order Taking,
- Consultation,
- Billing,
- Payment,
- Safekeeping,
- Expectations, and
- Hospitality.

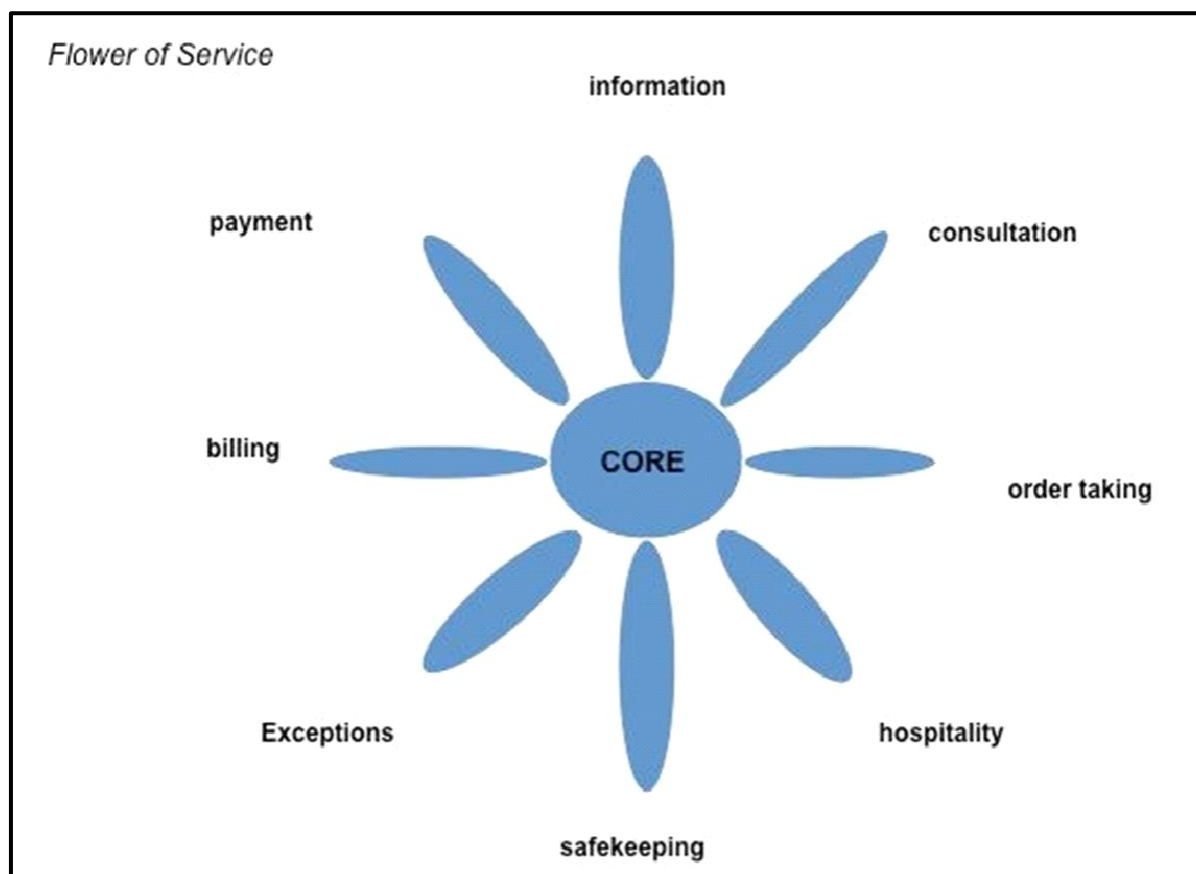


Figure 1: The Flower of Service

Information:

Information is an extra bolster service that a client must give a service (Lovelock, Patterson & Wirz, 2011). It gives direction and understanding with respect to the terms of utilization and deals with key items, estimating, etc. Without it, clients are cleared out of uncertainty. Clients may also require vital data such as Data almost how to utilize or get administrations or items. Illustrations of item data incorporate information for utilization, estimating, headings to benefit areas, terms of deal, service/schedule times, cautions, reservation affirmations, documentation, change takes notes, and updates.

Order Taking:

Clients may need to get data around what's accessible and be assured of delivery. The method must be smooth and speedy. Furthermore, a company's order-taking must be accurate, prompt, and respectful so that clients don't persevere through pointless physical or mental strain and squander time (Lovelock, Patterson, & Wirz, 2011).

Consultation:

Counseling may be a complementary benefit that progresses your service delivery by including esteem and making it more alluring to your clients. These services may incorporate individual and personalized counsel. As Naipaul and Parsa (2000) point out, counsel and exhortation custom-made to the circumstance and client needs can include esteem for a company's services and items.

Billing:

Billing is an extra benefit common to nearly all services, particularly paid administrations. Deficient, messy, or wrong solicitations can baffle clients who are fulfilled with their service and involvement. Solicitations must be exact, clear, and justifiable to clients. These messes can compound the harm to clients who are as of now disappointed together with your service. Billing methods run from costs shown on machines to verbal billing, from month-to-month billing for expenses and account movement to written by hand solicitations (Hume, 2008). Confounding and unexpected charges, messy handwriting, and obscured printing can make a negative impression on clients (Naipaul & Parsa, 2000). Laser printers that cannot utilize or switch textual styles may show incoherent messages. Hence, businesses ought to focus on planning easy-to-use solicitations based on client requests, as receipt data makes a difference business give value to their clients.

Payment:

Like information, payment/invoicing is an extra back benefit required by the client to supply the service. Clients need to know what they are paying for, how they are paying, and when they must pay. Typically encouraged by clear, exact, and convenient solicitations. When companies make exchanges more helpful and less demanding, clients are more willing and able to pay rapidly (Lovelock, Patterson, and Wirz, 2011).

Safekeeping:

Customers going to service points need to be helped with their possessions. In case you do not offer helpful and secure capacity services like car wrapping, these clients may halt coming. Conservation implies keeping records secure, private, and secret for your clients. Administration of products leased or obtained by clients can be carried out through the arrangement of services such as repair and restoration, preventive support, transportation and conveyance, bundling, establishment, collection and assessment, and conclusion. Others may incorporate closet arrangement, tilting, and review (Naipaul & Parsa, 2000).

Expectations:

Desires for extra services not included within the typical scope of services are excluded. Well-defined procedures enable workers to reply successfully and in a convenient way (Naipaul, & Parsa, 2000). Clients expect responsiveness when things do not appear to be going as arranged and value adaptability when they require the capacity to form extraordinary demands. They can make progress demands for individual needs such as dietary needs, individual inabilities, childcare, and religious hones (Goyal, 2004). The company's points are to make it simpler for clients to create proposals for advancement, express disappointment, and provide compliments to service suppliers. These may take the shape of legitimate settlements, amplified guarantees, or the arrangement of free services (Hume, 2008).

Hospitality:

Hospitality may be a vital service that upgrades the conveyance of items and services by including esteem and making them more alluring to clients. It ought to reflect the delight of inviting old and new clients and ought to be planned to make clients feel welcome. Effective companies contribute to representative treatment, giving snacks, comfortable holding up zones, and clean restrooms. Other components that improve hospitality incorporate refreshments, security, climate security, seating, lounges, transportation, excitement, and daily papers and magazines. (Lovelock, Patterson & Wards, 2011).

Theoretical framework

The theoretical framework of my research on the flower of service concept in pizza eateries points to distinguishing and analyzing the key variables that contribute to client fulfillment and dependability. I have chosen four eateries - Dominos, Cheese, Pizza Hovel, and Pizzaburg - to offer a range of extra administrations, counting data, counsel, arranging taking, charging, installment, and neighborliness components, to back their center item (pizza). By applying the flower of service demonstrated to this environment, I understood how each of these components contributes to client fulfillment and how they can be utilized to make a competitive advantage within the advertisement. By joining these theoretical frameworks, my inquiry gives a comprehensive understanding of the concept of service flowering within the setting of pizza restaurants, eventually contributing to the body of information in benefits administration and client encounter.

Chapter 3

Methodology

As I wanted to investigate supplementary services of distinctive pizza restaurants as an analyst, I am inquisitive about utilizing qualitative research to pick up in-depth data and information about the eateries that I have chosen for my project. Qualitative research permits me to investigate the special points of view and encounters of the consumers. Utilizing strategies such as individual interviews, center group discussions, and self-observations, I was able to gather wealthy, point-by-point information that goes past basic numbers and measurements. In any case, qualitative research produced wealthy and nuanced information. Through open-ended questions and in-depth interviews with dine-in consumers and working managers, I accumulated point-by-point data about client fulfillment, data, interview, neighborliness, arrange taking, installment, settlement, and capacity. As my focus is investigating the “Flower of Benefit concept”, qualitative research on this concept includes collecting point-by-point and in-depth data around distinctive viewpoints of service quality. Moreover, there are two methods of quantitative inquiry and those are “Mono-technique” and “multi-technique”. For my project, I utilized multi-techniques such as self-perception, and in-depth interviews. I visited all four pizza eateries and watched their overall services. At that time, I took an in-depth interview of dine-in consumers about their encounters and suppositions. Restaurant workers moreover took an interest in my meeting session. Besides, there are a few other sorts of strategies accessible, but I didn't utilize those strategies because qualitative strategies suited more for my research and this approach permitted me to pick up a more profound understanding of the complex and multifaceted nature of service quality, eventually driving to way better client fulfillment.

Sampling

Different sampling procedures can be utilized in qualitative research, each with its own preferences and restrictions. The sampling method is more reliable on research sort and theme. For my qualitative research, I selected to do purposive sampling. Purposive sampling may be a nonprobability sampling strategy frequently utilized in qualitative research. In contrast to random sampling, purposive sampling includes intentionally selecting members with characteristics or experiences significant to the investigated question. This strategy permitted me to target individuals who may give point-by-point bits of knowledge, for example, the dine-in consumers. As I wanted to choose participants, particularly from the Khilgaon zone and regular consumers of those pizza restaurants, purposive inspecting permitted me to tailor participant determination based on these specific criteria for the study. Moreover, this strategy permitted me to gather point-by-point and differing information, expanding the abundance and profundity of our discoveries. Additionally, my project sample size likely will be a populace of 20-30. So, through purposive inspecting so as an analyst I utilize a subjective approach to select members based on my possess judgment.

Data collection

Collecting information for qualitative research is a vital portion of the research paper. As an analyst, I have conducted in-depth interviews, self-observations, and open-ended overviews to assemble wealthy, detailed data about my research topic. The interviews allowed me to connect with members or consumers and pick up in-depth information about their experiences and viewpoints on restaurant services. Through open-ended or semi-structured questions, I encouraged participants to openly express their considerations and sentiments, which permitted me to capture the complexity and subtlety of their reactions. Moreover, my observations permitted me to witness restaurant's employee's behaviors, intelligence, and services in real-life settings. By observing intuition between consumers and representatives, I accumulated important data about the quality of service given. This strategy permitted me to see how mindful, inviting, and proficient the restaurant staff were. I moreover watched the productivity of the service, the cleanliness of the office, and the general atmosphere of the restaurant. In addition, self-observation permitted me to capture nonverbal signals and inconspicuous subtleties that other information collection strategies may not have captured.

Data analysis

Pizza restaurants are a staple in various communities, giving a casual and delightful eating association for people of all ages. As a researcher, I was inquisitive about analyzing service quality in pizza restaurants. I chose to make a “thematic data investigation method” for my qualitative research. By analyzing the topics that are created from the data, I can better get at the different variables that contribute to the general service encounter at this convenience. Thematic information analysis could be a qualitative investigative strategy that recognizes, analyzes, and reports designs (topics) in information. As a portion of my research on pizza restaurant service, thematic information analysis efficiently inspected information collected from interviews, perceptions, and consumer feedback to distinguish themes related to restaurant service quality and this incorporates categorizing.

Moreover, to investigate my collected information at first, I familiarized myself with information and composed a few introductory codes to name diverse portions of my data. These codes were at that point separated into potential themes, which were refined and characterized through a handle of information audit and comparison.

Once information was collected, topics were distinguished and characterized. Another step was to recognize and code themes that developed from the data. This includes carefully perusing and rehashing the information to distinguish designs, repeating subjects, and key issues related to the pizza restaurant's service quality. By coding the information agreeing to these topics, I have organized and categorized the data in a way that encouraged analysis and interpretation.

In expansion to thematic analysis, I also conducted follow-up interviews and perceptions to pick up advanced experiences and approve our results. This permitted me to confirm the themes that emerged from our introductory data analysis and gain a more profound understanding of the subtleties and complexities of pizza restaurant service quality. Through thematic examination, I have revealed the most liked and unliked menu items to assist restaurants in creating and progressing their menu offerings. This has come about in a more differing and engaging menu custom-made to consumer needs.

Furthermore, thematic data examination could be a thorough and efficient strategy that permits an in-depth study of the qualitative information collected. By utilizing this strategy when exploring the service of a pizza restaurant, I picked up a more profound understanding of the components that contribute to the quality of a restaurant's benefit and found numerous ranges for advancement. Eventually, thematic information analysis made a difference in producing comprehensive and smart experiences that contribute to making strides in consumer service knowledge within the restaurant industry.

Chapter 4

Findings and discussion about restaurants

My project on pizza restaurants' supplementary services highlights the importance of these extra offerings in improving the overall dining experience for consumers. Now, I will portray my own discoveries about “Flower of service” of 4 pizza restaurant's below:

“Flower of service” concept of Pizza Hut



1. Information

- **Menu:** Pizza Hut Bangladesh offers a combination of classic and unique pizzas with layer choices, checking thin, pan, and stuffed exterior. The menu consolidates customary favorites like Margherita, BBQ chicken pizza, Pepperoni, Chicken Preeminent, corny stuffed layer, and Meat Lover's. In addition to pizzas, the diner offers a combination of appetizers and sides, tallying garlic bread, chicken wings, mozzarella sticks, Spaghetti Bolognese, and Alfredo. Consumers can moreover appreciate an assortment of refreshments, counting soft drinks, juices, and mocktails. Pizza Hut Bangladesh moreover offers an esteemed supper alternative, which incorporates a pizza, side, and drink at a reduced cost, catering to customers' fulfillment by giving a cost-effective way to appreciate a total dinner.
- **Price:** For a regular-sized pizza at Pizza Hut, you'll have to pay approximately from 500-1200 taka depending on the garnishes and size of the pizza. The cost could seem very high compared to domestic pizza joints, but the quality of the garnishes and the flavors they offer are well worth the cost. Besides, Pizza Hut regularly has special offers and treats which make it more reasonable for pizza fans to enjoy their favorite pizza at a reduced cost.
- **Business hour:** The service providing hours of Pizza Hut within the Khilgaon outlet are from 11:00 am to 11:00 pm, seven days a week. This permits consumers to savor their favorite pizzas, pastas, and appetizers all through the day and into the evening. Whether it's a fast lunch, an early supper, or a late-night desire for, Pizza Hut in Khilgaon is there to serve its consumer.

- **Location:** The actual location of the Pizza Hut Khilgaon outlet is at House#15, Street#1, Square# A, Khilgaon Chowdhury Para, Dhaka. The restaurant is in a prime area, making it easily accessible for anybody within the range. Whether you're coming from work, domestic, or fair passing through, you'll have no inconvenience finding this mouth-watering pizza joint.
- **Reservation:** The reservation process at Pizza Hut at Khilgaon outlet can be gotten to through their site or by calling the restaurant straightforwardly. Consumers can select their favored date and time, as well as indicate any extraordinary demands or lodging they may require.
- **Home delivery:** Customers can basically put their orders over the phone or their fakebook page or through food panda and have their food conveyed straight to their doorstep within 30 minutes. The delivery process at Pizza Hut Khilgaon outlet is effective, guaranteeing that the food comes to the client in an opportune way, still hot and new. The delivery group is prepared to handle orders with care, ensuring that the pizzas arrive in perfect condition.
- **Offers:** One of the foremost well-known offers at Pizza Hut Khilgaon outlet is the "Purchase One Get One Free" deal, which permits clients to enjoy two pizzas for the cost of one. In addition to this, the branch also offers uncommon combos, which incorporate a combination of pizzas, sides, and drinks at a reduced cost.
- **Customization:** consumers can customize their pizza garnishes and crusts at Pizza Hut to make their own personalized combinations. By demonstrating the amount of sauce, cheese, and garnishes, consumers can customize their pizza.

Innovation: Pizza Hut incorporates a notoriety for presenting imaginative foods and services, such the Huge Supper Box, the Stuffed Outside pizza, and the Rewards program.

2. Order taking

The method ordinarily starts with the clients going by the outlet in person. Accommodation of the order, the staff instantly goes to the consumers, taking note of their inclinations and customizations. The staff moreover guarantee that any uncommon informational or dietary limitations are carefully known to meet the customers' necessities precisely. But they don't take phone calls.

3. Consultation

Since it's an eatery, there aren't numerous choices accessible. But in any case, a few of the basic perspectives of Pizza Hut are as taken after. They help clients in selecting the perfect pizza and their new food items. Moreover, prescribe Which sort of sauce goes with which kind of pizza. Be that as it may, There's no benefit accessible over the phone for counseling.

4. Billing

For the billing process Pizza Hut uses 3s software for transactional billing. Then, after a consumer pays his/her bill, they provide them a copy of the bill receipt and keep another copy to themselves.

5. Payment

The payment system of Pizza Hut is quite simple with a wide range of variety. Customers at Pizza Hut can pay their bill through online payment, card payments, self-cash payment, money transfer app, membership card payments.

6. Safekeeping

Through my own observation I realized that Safekeeping service at pizza is quite low. They don't have secured designs to keep or protect dine in customer's important stuff such as documents, electronic devices, or expensive items that they do not wish to be burdened with during their meal.

7. Expectations

As a major worldwide food chain, Pizza Hut is anticipated to meet certain consumer desires within the Bangladesh market. Consumers anticipate Pizza Hut to provide an extraordinary feasting involvement that meets or surpasses worldwide benchmarks. For example, customers want a play zone for children but that is unavailable at pizza hut. Some other expectations of customers are to refund or new food. If the customer finds any fault or issue with the food, they instantly change the meal, cook it again, and serve it to them without charging any extra money.

8. Hospitality

Pizza hut's hospitality features are quite down. These features include a well-organized washroom, greeting guests, kids' zone, smoking zone, car parking, safekeeping and so on. However, they have only a well-organized and clean washroom and only a security guard on the entrance to open the gate for the customers but there is no kids' zone, smoking zone and they don't provide any car parking place for the customers.

“Flower of service” concept of Domino’s pizza



1.Introduction:

- **Menu:** Whether you're inside the feel for a classic Margarita or a stronger Chicken Preeminent, Domino's has something for everyone. The menu highlights a fusion of layer choices, from the common hand-tossed to the new thin exterior or the magnanimous stuffed crust. Clients can select from a wide run of fixings, checking pepperoni, mushrooms, chime peppers, onions, and more, allowing them to form their idealized pizza. In addition to their signature pizzas, Domino's moreover offers an assurance of sides and baked items to add up to the devour. Options consolidate garlic bread, chicken wings, pasta, and their well-known chocolate magma cake.
- **Price** The costs of the pizzas are different based on the measure and sort of pizza chosen. In general, a regular pizza can cost from 200 to 500 BDT, a medium pizza from 400 to 1000 BDT, and a big pizza from 700 to 1600 BDT. The Dominos of khilgaon branch moreover offers combo bargains and discounts on certain days, making it more reasonable for clients to appreciate their favorite pizzas. Moreover, their extra toppings added service cost from 200 to 500. Also, their four types of refreshing beverage prices are 99 tk. Furthermore, the cost of sides and baked items starts from 99 to 350 BDT.
- **Business hour:** The service hours of Domino’s Pizza at Khilgaon outlet are planned to supply greatest comfort and availability to its clients. The service hours for this restaurant are from 11:00 AM to 1:00 AM, seven days a week. This broad time permits clients to fulfill their desires for tasty pizza at any point all through the day.
- **Location:** Domino's Pizza has opened its one more outlet in Khilgaon on April 15, 2022, to provide new clients with their prevalent Hot & New Pizzas. This is often their 10th store opening in Dhaka. Being one of the pioneers within the Pizza making industry all inclusive, Domino's Pizza's extension has come as a welcome news to the Pizza darlings of Khilgaon. The accurate location is 25/B, Khilgaon, 2nd Floor, Dhaka-1219 in Shahid Baki Road and besides NCC Bank ATM.

- **Reservation:** The reservation framework at Domino's Pizza Khilgaon outlet is straightforward and user-friendly. Clients can make a reservation either by calling the eatery specifically or by utilizing the online reservation framework on their site. However, for the advanced reservation customers' needs to order a specific amount of food.
- **Home delivery:** To give an online order to get home delivery, clients can either call the Khilgaon outlet straightforwardly or order through the Domino's Pizza google app or site. Once the online order is done, the group at the Khilgaon outlet works fast to get the pizzas ready and guarantee they are conveyed hot and crisp pizza to the customer's doorstep in 30 minutes.
- **Offers:** Actually, Domino's Pizza of Bangladesh doesn't provide many offers and discounts compared to other pizza restaurants. In various traditional occasions they provide few percentages of discounts such as on EID, national holidays etc. Also, very few times they provide buy one get one free offer.
- **Customization:** Clients have the choice to customize their orders by choosing from options of sauces and plunges, such as BBQ, and marinara, to improve their feasting encounter. The choices for garnishes are unending. You'll be able to select from an assortment of veggies, meats, and even diverse sorts of cheese to make your own one-of-a-kind combination. However, they don't have any option of size customization.
- **Innovation:** Domino's pizza's innovation is their live kitchen. The finest part about the live kitchen is simply seeing your pizza being made right before you. You'll observe as your pizza goes from a basic circle of mixture to a showstopper of liquefied cheese, juicy fixings, and brilliant layers. It's like observing a work of craftsmanship come to life. That's a very innovative thing in the restaurant industry.

2. Order taking

I personally visited Domino's pizza and observed their order taking process. After entering the restaurant customers are greeted by a host or hostess and then they give their menu and sometimes recommend their special or new items. In Domino's there is a self-service ordering process. Customers go to the order taking counter by themselves and put their order and it is a pay first service, so while ordering customers must pay the bill first.

3. Consultation

In terms of consulting, from client pleasure assessment to worker response sessions, Domino's is continually gathering experiences and proposals to improve their menu, conveyance operation, and generally eating encounter. This not as it were permits them to address any issues or concerns but too to recognize modern chances for development and advancement.

4. Billing

For the billing process Domino's also likes Pizza Hut. They also use 3s software for transactional billing. Then, after a consumer pays his/her bill, they provide them a copy of the bill receipt and keep another copy to themselves.

5. Payment

Domino's and Pizza Hut both are international franchises, so their services are kind of similar. Domino's Pizza's payment process is also quite simple with a wide range of variety. Customers at Domino's pizza can pay their bill through online payment, card payments, self-cash payment, money transfer app, membership card payments.

6. Safekeeping

Through customer interviews and my own observation, I can say Safekeeping service at Domino's is also quite low. They don't have a secured designed storage system to keep or protect dine in customer's important stuff such as documents, electronic devices, or expensive items that they do not wish to be burdened with during their meal.

7. Expectations

As Domino's Pizza is a major international franchise, customers first and foremost expect mouth-watering pizza and great customer service. Bangladeshi people are not very familiar with self-service, so they don't appreciate the self-service system, but they like their super tasty pizza. Customers also want comfortable seating, but domino's pizza's seating arrangement is not that comfortable.

8. Hospitality

Domino's Pizza's hospitality features are average. These features include a well-organized washroom but male and female both use that, greeting guests, kids' zone, smoking zone, car parking, safekeeping and so on. However, they have a well-organized, clean washroom. There is a host or hostess for greeting the customers and a separate smoking zone. However, there is no kids' zone, and they don't provide any car parking place for the customers. So, their hospitality service is average but better than Pizza Hut. One thing that customers don't like about Domino's is, they don't serve the pizza with ketchup.

“Flower of service” concept of PizzaBurg



1.Introduction:

- Menu:** PizzaBurg offers a wide range of unique pizza. If you are meat lovers PizzaBurg comes up with some meaty fusion such as BBQ meat machine, meat masala, meaty onion and the most special one is kabab cocktail. Moreover, cheese lovers can enjoy their special cheesy pizza like cheese cocktail, cheese fountain, mac & cheese, cheddar cream. Also, they have 4 sizes available such as small personal pizza, medium size & large size for small groups of customers and huge family size pizza for spending quality family time with mouth-watering pizza. Depending on pizza type and size they provide various types of topping and sausage crust. Furthermore, they offer combo deals for 4 people which contain rice, chicken fry, vegetables, and pizza.
- Price** The costs of the pizzas are different based on the measure and sort of pizza chosen. In general, a small pizza can cost from 255 to 380 BDT, a medium pizza from 380 to 450 BDT, and a large pizza from 560 to 650 BDT. Lastly, the huge family size pizza price is from 870 to 1180 BDT. Moreover, their extra toppings added service cost from 49 to 199. For adding extra spiciness and sausage crust you must pay 39 to 249 BDT. However, their 4-person combo deal cost 999 BDT.
- Business hour:** The business hours for this restaurant are from 11:00 AM to 11:00 PM on weekdays and 11:00 AM to 12:00 AM on weekends. They are available the whole seven days a week. This broad time permits clients to fulfill their desires for tasty pizza at any point all through the day.
- Location:** The accurate location of PizzaBurg is 551/C Khilgaon, Dhaka 1219 at Shahid Baki Road. It's quite easy to find PizzaBurg because it's exactly opposite the most renowned and popular Taltola Market. However, this branch is located within proximity to commercial facilities and educational institutions so that it ensures a wide range of customers, including families, professionals, and students.

- **Reservation:** The reservation process of PizzaBurg Khilgaon branch is quite simple. Before going to the restaurant, you can call their official number and make reservations for a specific number of people. Either, after reaching the restaurant, you can take help of their host/hostess for reservations. In this process no extra cost is needed but for less than 5 people they don't take pre reservations.
- **Home delivery:** To get home delivery services from PizzaBurg, customers must order through some specific mobile app such as Food Panda, Hungry naki etc. Also, by directly calling their official phone number you can place order food for home delivery. Moreover, their home delivery service is limited to a few areas and it's mostly around the Khilgaon and its nearby areas. Within these areas they deliver the food within 40 to 50 minutes.
- **Offers:** The offers of PizzaBurg are quite different from any other pizza restaurants. They don't give a very huge percentage of discounts. They follow the ongoing local trends and depending on those trends they rapidly give a small number of discounts. For example: on valentine's day people do leg pulling to their single friend. So, keep that in mind they give 10% discounts for single people on the day to valentine. So, it's kind of a unique concept.
- **Customization:** Customers have the choice to customize their pizza's by choosing from a variety of toppings, thickness of crust, spiciness, and cheese level. For the toppings customization there are chicken, sausage, mushroom, shrimp, BBQ sauce and extra cheese. There is also an option of taking thin or thick crust along with sausage crust.
- **Innovation:** The innovation of PizzaBurg is their interior decoration and that's the most attractive part of the restaurant. There is fully flower theme decoration in the one corner and it's for photoshoot purposes. In the roof of the restaurant there is cloud shaped designed lighting. Also, there is a huge size TV setup for the entertainment purpose of the dine in customers.

2. Order taking

I have personally visited the PizzaBurg restaurant a lot more times and observed their order taking process. After entering the restaurant customers are greeted by a beautiful and well-dressed hostess and then she helps to get a perfect seat. After that she gives their menu and sometimes recommends their special or new items. In PizzaBurg there is a self-service ordering process. Customers go to the order taking counter by themselves and put their order. When the food is ready, they call the customers according to the token number and customers by themselves take the food.

3. Consultation

In terms of consulting, I observed that at first, they try to know the customer's desire, taste and wants. Then they consult the customer for pizza options according to their taste. Sometimes they also suggest and insist on their new arrival items and also after finishing the meal they take feedback from customers.

4. Billing

For the billing process PizzaBurg is also kind of like other pizza restaurants. They also use advanced technological billing systems like software-based billing. It's pay first service, so while ordering customers must pay the bill first. After a consumer pays his/her bill, they provide them a copy of the bill receipt and keep another copy to themselves.

5. Payment

As it's a local pizza brand of Bangladesh, they use an easy and simple payment system for local customers. They use the most common and user-friendly technique. Customers at Pizzaburg can pay their bill through online payment, card payments, self-cash payment, money transfer app, membership card payments.

6. Safekeeping

From my own observation and in-depth interviews, I would say Safekeeping service of PizzaBurg not so good. They don't have any secured storage system to keep or protect dine in customer's important stuffs such as documents, electronic devices, or expensive items that they do not wish to be burdened with during their meal. However, there are few CCTV cameras inside the restaurants and all of them work properly. Moreover, in khilgaon branch they don't have any safe car parking area.

7. Expectations

As PizzaBurg is a very popular restaurant; so, customers have great customer service along with great tasting pizza. PizzaBurg already fulfilled customers' expectations through their extraordinary services. For example: there is a special seating zone for disabled persons. Also, the people who have physical issues, their orders are taken by the employee or the waiter and the food is also served by the waiter on their table. They allow food bloggers to make videos. Also, for any kind of food problem they provide refunds or new food.

8. Hospitality

Hospitality service of PizzaBurg is quite good. They have a very well-trained hostess who is always welcoming the guests and helping them with any kind of information. Also, they have a well-designed, separated for male-female and clean bathroom, but it is quite small. There is a well decorated and separated smoking zone. However, they don't have any kids zone and car parking.

“Flower of service” concept of “Cheez”



1.Introduction:

- Menu:** Cheez offers the most authentic Italian style pizza and slides. Their toppings and crust type are quite different. They also have seafood fusion in their menu. Moreover, Cheez offers inventive and unique menu items that showcase the versatility of cheese. Generally, their pizzas are divided into two parts, one is classic pizza and gourmet pizza. The gourmet pizzas are so special such as Nagatastic BBQ, The kaka bhuna, seafood pizza - Hot crabby prawnstar. However, they have a variety of slides such as Cheese boats, Creamed corn, Seafood marinara, The burnt cheese corn, etc. All the food has foreign fusion touch. Their pizza sizes start from 8 inches to 16 inches. Also, they have thick and thin crust according to the customers' tastes. For refreshment you can have their beverages like Lemon iced tea, Honey limeade, Passion punk and Lime refreshment. Furthermore, right now they have come up with their new fusion pizza called “Chicken fajitas fiesta” and two more are coming.
- Price:** price of their pizza is determined to ensure that customers receive excellent value for their money. The cost of pizza depends on the crust thickness and size. The 8-inch pizza price starts from 299 to 479 BDT. 12 inches pizza price starts from 699 to 1199 BDT and the largest size pizza will cost 850 to 1600 BDT depending on toppings. Moreover, their slides cost 350 to 2800 BDT. Their special drinks prices start from 219 to 279 BDT.
- Business hour:** Cheez Khilgaon branch is open every day from 11:00 AM to 11:00 PM. They are available overall seven days a week and on weekends sometimes they extend their business hours depending on the customer's rush. This timetable helps the customer to fulfill their desires for authentic Italian pizza at any point all through the day. But sometimes during Government holidays they remain closed.

- **Location:** The accurate location of Cheez Khilgaon branch is 1st Floor, Housing 380, Holding 955 Shahid Baki Rd, Dhaka 1219. It's quite easy to find Cheez because it's on the main road and right next to the most renowned and popular "Apon coffee house". As it is in a very popular area so they can easily get diverse amounts of customers.
- **Reservation:** From the in-depth interviews with customers and stuff I got to know that customers can make pre reservations for casual dine in though calling their branch directly. However, they also took reservations for special occasions, birthday parties or couple dinners. For this kind of party reservation customers have to pay some advanced booking money but for normal dining they don't take any extra charges.
- **Home delivery:** They do home delivery in some limited areas near Khilgaon. If you call them directly for home delivery, through their personal delivery man they send your food to your doorstep within the shortest time. Also, you can order through mobile apps such as Hungry naki, Pathao food and Food panda but it will take more time to deliver the food.
- **Offers:** Very frequently Cheez gives offers, discounts, and giveaway competitions. For example: they offer discounts if you can guess their upcoming pizza flavors; next is if you buy 14 inches gourmet pizza then you will get 8 inches pizza free. Also, for a limited time they give combo meal offers; for example: in BDT 999 you will get All Bout the Shrooms, Chicken Alfredo, Spicy Sausage, and Creamy Chicken & Sausage.
- **Customization:** They don't have any customization options. All you can do is, if you don't like any specific toppings or ingredients then you can ask to not put that in your pizza.

Innovation: The only innovation of Cheez is their authentic Italian style pizza. In our country there are a huge number of pizza restaurants but according to my personal experience none of these restaurants provide Italian style pizza. As it's said that pizza is born in Italy so Italian style pizza is so special.

1. Order taking

I have also personally visited the Cheez restaurant a few times and observed their order taking process. In terms of dine in after entering the restaurant customers are greeted by the host and then he will help you to get a perfect seat. Then he will give them a menu, a few pieces of tissue and a water bottle. There are few waiters available to take orders from customers. They also take orders from their official Facebook page and other online platforms.

2. Consultation

In terms of consulting, they provide personalized guidance for ordering food based on customer preferences. Also, they give a review writing card to the customer after finishing the food and customers give their feedback on it. They take this feedback very seriously. From my personal experience and observation once I wrote that they should extend their beverage items and after that they extended a few options of drinks. However, rather than this they don't have any other consulting services.

3. Billing

The billing process at Cheez, Khilgaon branch is designed to provide a seamless and efficient experience for their customers. They use 3S software in the billing process. If there is any discount offer going on, then the software will automatically consider those discounts and make a final bill copy for customers.

4. Payment

The payment system of Cheez is quite simple with a wide range of variety options. Customers at Cheez can pay their bill through online payment apps like Bikash and Nagad. Also, they accept card payments, self-cash payments, money transfer apps, and membership card payments.

5. Safekeeping

According to the in-depth interviews, I got to know that Cheez don't have any secured storage system to keep or protect dine in customer's important stuff such are documents, electronic devices, or expensive items that they do not wish to be burdened with during their meal. However, there are few CCTV cameras inside the restaurants and all of them work properly. Moreover, in khilgaon branch they have a safe car parking area.

6. Expectations

As Cheez claimed that they sell authentic Italian style pizza, customers must have high expectations from them and according to my survey most of the participant's gave positive feedback for the Cheez's food taste. In online platforms of Cheez, the customers review rating is 4.7%. Also, there is a photoshoot booth which attracts customers the most. So, I think they are quite successful at fulfilling customers' expectations.

7. Hospitality

Hospitality service of Cheez is quite good. All the staff are well-trained. The host is so humble and well mannered. Also, they have well-furnished, big, and clean bathrooms. Male and female have a separate washroom. There is a well decorated and separated smoking zone. However, they don't have any kids zone and according to the manager they have plans to create a kind and pet keeping zone. So, you don't have to leave your pet alone at home while enjoying pizza at Cheez.

Market position of these 4 pizza restaurants

The increasing influence of western culture and lifestyle is contributing to the popularity of pizza restaurants in Bangladesh. So, the market value of these types of restaurants is quite high in our country. But nowadays people are more conscious about supplementary service as their lifestyle and mentality are changing over time. In my report I researched on specific 4 pizza restaurant's supplementary service and by exploring those factors I can say Pizza hut and Dominos are more focused on their quality of core product rather than supplementary service. As they are foreign franchises, I think they are not quick adopters of our culture and mentality of target audience. I would say the market position of Pizza Hut and Domino's Pizza is high in terms of their rich quality pizza taste but in terms of additional service they are lagging the local popular pizza restaurant like PizzaBurg. Nowadays PizzaBurg is holding the market leader position in pizza restaurants business in Dhaka. In terms of supplementary service now they are top in position. As they are focused on huge customer interactions, they are aware of customer preference and desire, so they passionately worked on it to get the higher market position locally. However, the market position of Cheez is average. Because their core product is top-notch but still, they should work on their supplementary services.

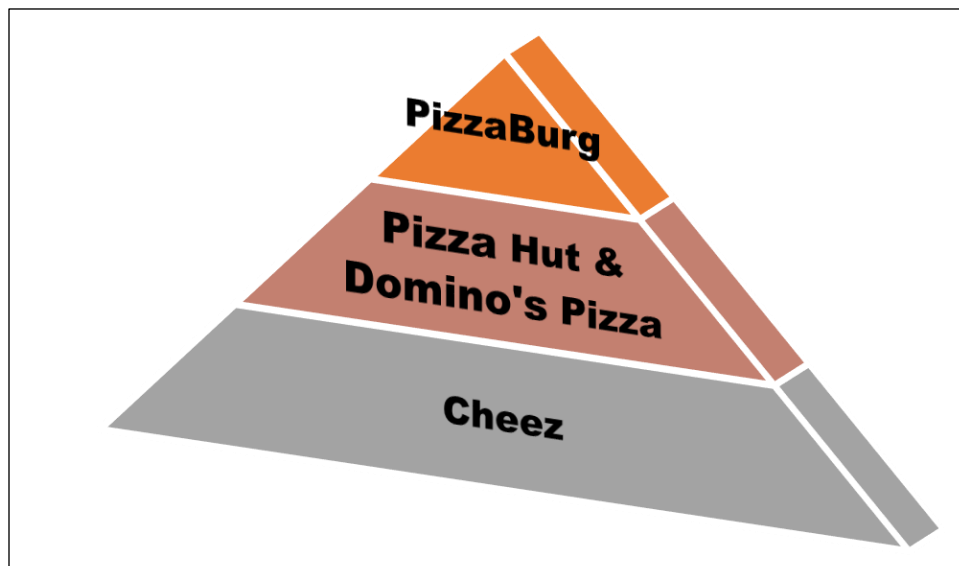


Figure 2: Market position of 4 pizza restaurants in terms of supplementary service

Limitations of my research

Every researcher has their own limitations. I have also faced some limitations while doing the research. Identifying and acknowledging the limitations of a research study is a crucial aspect of maintaining transparency and integrity in research. Limitations highlight the boundaries of the study and indicate areas where caution should be exercised when interpreting or generalizing the findings. While I have done my research with the best of our efforts, it is still with many limitations. The limitations are as discussed below.

Time limitations: At first there was a limitation of time. As it's an academic and a trimester time-based project so I didn't get enough time for surveys, taking interviews and making samples. In terms of shortage of time I had conducted my research paper with a short sample size.

Data collection limitations: The research was done on only 25 to 40 proper respondents. This number is very low to capture a proper insight to the condition of the research topics. This low number of responses showcased a lot of outliers in the data set I formed.

Area coverage limitations: Moreover, for a short time I had to choose a few selected pizza restaurants and specific areas rather than a large coverage of all restaurants with a huge area.

Funding limitations: However, to conduct a portion of the project I had to visit the restaurants and gather my own personal experiences. But as I'm a student and I don't have a full-time job, I faced costing issues.

Resource limitations: Furthermore, there are a huge amount of resource limitations. Very little research has been done on this topic. So, I didn't get much information related to my topic.

Unforeseen Circumstances: The research was done during a time of political instability and turmoil throughout the country. For this reason, it was quite tough for me to reach survey participants and visit those restaurants for personal observations but I tried my best to reach those place and completed my survey.

Recommendation

After my observations and analysis of the data, I can affirm that not all restaurants focused to the Flower of Service philosophy. Pizza hut must need to improve their hospitality service engagement. They should set a security officer in front of the establishment to open the entrance gate and greet the clients. They should work on safekeeping service as they are international franchises, so customers' expectation is higher from them. They should focus on their supplementary services. They should allow phone orders when it comes to placing orders. Many customers wanted to place a phone orders, but for the lack of the necessary system, they are unable to do so.

To talk about Domino's Pizza, I would suggest they make separate washrooms for both male and female for the customers and the staff. It is quite awkward to use the same washroom. Also, they should serve the pizza along with ketchup as Bengali people like the ketchup. Moreover, they can make a small corner of the kids' playing zone, which will add value to their service.

Cheez must need to open their own website as the other opponent restaurants have their own website. As Cheez are a well-known pizza shop and sub-brand of "Mad Chef" so, they must have huge number of customers. Sometimes people wanted to enjoy pizza at home and when a customer order through a food delivery app it takes too long. As a result, the food gets cold, and the taste becomes bad. So, I would recommend Cheez to open their own website so that customers can order through it and get the fastest delivery.

The one thing I want to recommend the PizzaBurg is the variety of pizza. Pizzaburg has a very few pizzas selection, it would be more satisfactory to see more variation on the menu. However, as they are locally very famous pizza brand so always, they have customer rush, and it often results in a messed-up situation as there is no waiting room or parking zone. So, they should work on it.

Lastly, I would suggest that, each and every restaurant owner should be more focused on their supplementary services and give proper training to their employees while handling customers. They should follow the Flower of service concept as a result their customer rating would slowly increase, and their market position will also become higher.

Conclusion

Through my research and analysis, I got to know that the restaurant industry is the most demanding business sector. However, attention should be given to the possibility of failure. One of the major reasons for this failure is not paying attention to the consumer service. However, additional services play a significant role in the raising customer satisfaction. Restaurants should improve their service offerings, set themselves apart from competitors, and produce a more memorable and satisfying customer experience by concentrating on these additional factors. The Flower of Service idea also highlights the value of customer-centric thinking, ongoing improvement, and service personalization to match specific consumer expectations and wants. Furthermore, the Flower of Service idea is a useful tool for companies in any industry to assess and enhance their service offerings and achieve business success. Through this service concept organizations can guarantee that they are assembling the different needs at each touchpoint, and the desires of their consumer, which eventually drives long-term connections and maintainable market development.

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Appendix

Survey Questions (in-depth interviews):

I have asked open-ended questions while conducting interviews for qualitative research so that respondents can share their experiences, perceptions, and insights. Here are some samples of my interview questions:

1. Can you describe the recent experience you had at this pizza restaurant that left a lasting impression on you?
2. What specific aspects of the service stood out for you?
3. Can you explain your overall satisfaction with the supplementary services offered at this pizza restaurant?
4. How important do you believe customer service is in the context of dining at a pizza restaurant?
5. If you have taken any home delivery service from this restaurant, please share your experience.
6. In your opinion, what role does the physical environment of a pizza restaurant play in shaping the overall customer experience?
7. Can you think of any specific design atmospheres that have positively or negatively impacted your dining experience?
8. What factors influence you to re-visit this restaurant?
9. Can you share your suggestions for improving the supplementary services of this restaurant?
10. Can you explain your experience with their order-taking, billing, and payment services?
11. Can you please explain your experience with the offers or discounts you frequently get from this restaurant?
12. Are you satisfied with the all-over information about their services that they are providing? Please explain.
13. (To employees and managers of restaurants): Please tell me about the safekeeping and offer/discount services of your restaurants.
14. (To employees and managers of restaurants): Core products or supplementary services? what's the major focus of your restaurants?

Project Proposal Form

Name:	Muhsena Ali Rumu
ID:	183011105
Semester (Spring/Summer/Fall)	Fall 2023
Department:	Bachelor of Business Administration
Supervisor's Name (Faculty):	Dr. Umana Anjalin
Project Title:	Exploring the "Flower of service" concept on 4 pizza restaurants around Khilgaon area.

Muhsena Ali
17-10-23

Student's signature & date

Umana Anjalin

Supervisor's signature &

(Submit your Research Proposal to your Supervisor for approval)

LETTER OF TRANSMITTAL

17th October 17, 2023

Full Name: Muhsena Ali Rumu, Cell: 01936910100, Email: muhsena.ali.bba@ulab.edu.bd

Dr. Umana Anjalin

Associate Professor

School of Business

University of Liberal Arts Bangladesh (ULAB)

688, Beribadh Road

Mohammadpur, Dhaka 1207.

Dear Sir,

Subject: Submission of project Proposal.

Please find attached herewith the proposal for a project in partial fulfillment of the requirement for a Bachelor of Business Administration (BBA) on Exploring the “Flower of Service” concept on four pizza restaurants around the Khilgaon area.

If you have any questions, please call me at 01936910100. You can reach me most easily at the following times: 10:00 a.m. to 5:00 p.m. Saturday to Thursday.

Sincerely yours,

Muhsena Ali Rumu

Muhsena Ali Rumu

ID: 183011105

BBA Program

School of Business

University of Liberal Arts Bangladesh

Exploring the “Flower of service” concept on 4 pizza restaurants around khilgaon area.

Supervisor: Dr. Umana Anjalin

University of Liberal Arts Bangladesh (ULAB)

A Project Proposal

Submitted in Partial Fulfillment

Of the Requirements for the Degree

Bachelor of Business Administration

By

Muhsena Ali Rumu

ID: 183011105

Fall 2023

17th October

Description of the Project Study:

Description of the study: Through my study, I'll explore and compare the core products and supplementary services of four different pizza restaurants. I will cover their order taking process, hospitality, customer service advertising methods, billing process, sales promotion, physical environment quality, customer satisfaction, unique selling point, etc. My target place is the khilgaon area and the target population will be the Pizza lovers and regular customers of those restaurants. However, I'll also do surveys with the customers for feedback and suggestions about those restaurants.

Nature of the study: My study will be basic research, or fundamental research. It will be qualitative research and in-depth interviews which are mostly observation based. Moreover, I'll do non-probability sampling and collect data primarily.

The Objectives of the study: The objective of the study will be as follows:

1. Explore and compare the core products and supplementary services of different pizza restaurants.
2. Another purpose of this study is to determine different supplementary service attributes that have an impact on the market position of the restaurant sector and customers' overall satisfaction.

Expected Contribution and Gain: My study will help the restaurants keep track of their competition and assess their own marketing practices so they can see where they stand in relation to others in the industry. Also, it will create knowledge and ideas for the new entries in this industry.

Justification of the Study: Comparative analysis evaluates the competition in the marketplace, which is a very prime part for a business in this competitive era. In the context of Bangladesh, the popularity of the pizza restaurant business is booming now, and the number of these restaurants in the khilgaon area is increasing dramatically. That's why I decided to do comparative analysis among a few pizza restaurants.

Sources and Methods of Collecting Primary Data: I need primary data about the supplementary services of the selected restaurants, and I'm going to collect data through my personal observations and a few from the internet. Moreover, I'll do surveys of restaurant employees and customers who will be visiting those restaurants.

Sources and Methods of Collecting Secondary Data: For secondary data, I will review some online literature related to my topic.

Sampling Technique and Sample Size: My study sample size will probably be a population of 20-30, and it will be an in-depth interview.

Analysis and Interpretation of Data: I will analyze and interpret through 5 processes. First, I'll Prepare and organize my data. Secondly, review and explore the data. Then I'll create initial codes, review those codes, and revise or combine them into themes. Lastly, I'll cohesively present themes

Reporting: A final report will be written at the end of the study with the findings. The academic supervisor and institutional supervisor will be regularly updated on the progress.

Timeline:

Serial	Activity	Weeks											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Consultation with Supervisors	√	√	√	√	√	√	√	√	√	√	√	√
2	Literature review		√	√	√								
3	Secondary Data Collection					√	√	√	√	√	√		
4	Primary Data Collection						√	√					
5	Data Analysis								√	√			
6	Draft Report Writing										√		
7	Final Report Writing											√	
8	Report Submission												√

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ID: 183011105

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