

## **Satvik Bhojan**

Mr. Nirav Patel is in tension because of the news he has got from his restaurant manager Ms. Bhumi Shah.

Nirav Patel has a restaurant near the university area in Ahmedabad. The name of the restaurant is “Satvik Bhojan”. Students also prefer the food of this restaurant because of unlimited healthy homelike food.

Ms. Bhumi Shah- restaurant manager of Satvik Bhojan has got the news that somebody is going to open a new restaurant in the nearby area for university students with good interior and exterior facilities. She suggests Mr. Nirav for doing investment in the interior and exterior of the restaurant. She believes that it's the right time for doing investment otherwise the new restaurant will create a huge impact on their restaurant business and “Satvik Bhojan” will lose many customers also. She advises Nirav for investing in tables, chairs, decorative lamps, flooring, etc...

Mrs. Shekha Patel- Partner of the restaurant and wife of Mr. Nirav Patel disagrees with the arguments of Ms. Bhumi Shah. Shekha believes that students prefer any restaurant, not because of interior and exterior but they prefer it because of the quality and quantity of food. She believes that the new restaurant will not make any impact on their business because they provide healthy and homelike food at a reasonable rate.

Mr. Nirav has also got complain from many customers regarding the delay in serving food and taking orders. He also wants to solve these issues as soon as possible.

Nirav wants to take the help of some management consultant so he could take the right decision about where to invest? and why?

Assume yourself as a management consultant and help Mr. Nirav Patel in deciding the zone of tolerance, adequate level of service, and desired level of service so he could take the right decision.

**Questions:**

1. Examine factors affecting investment decision making.
2. Decide zone of tolerance, adequate level of service, and desired level of service.

**Developed by**

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