

EXECUTIVE SUMMARY

Time has become the most vital factor in the life of every human being, as it getting more treasurable day by day. Customers are looking for the speedy option in fulfilling their needs and wants in any sector. Therefore, every organization are forced to implement and maintain a better speed of delivery to be in the competition while gaining competitive advantage. The author steers this project report in the Quick Service Restaurant Industry, proposing successful implementations in supporting the business entities to enhance and maintain the speed of order completion and deliver a quality product to customer's hand on time. Thus achieving the competitive advantage.

Sri Lankan Quick Service Restaurant Industry is consisted of both international and local brands, where the delineating problem is based at one cluster named Southernline of Pizza Hut brand. The context focuses on two channels such as takeaway and delivery, as it can be identified a performance gap regard to order completion percentage (DSC). Currently the DSC is maintained at 82% where the targeted performance supposed to be at 100%, where the DSC of entire Pizza Hut system is between 90%-95%.

In this study report, the author identifies key components; customer relationship, production/ delivery process, staff management process with external factors in combination of numerous root causes under each element contributing towards the key performance gap of order delay. Some of the key root causes declared have connections with lack of training and development, inadequate staff levels, complex SOPs, equipment capacity issues, inconvenience working schedules, outdated training programs which needs to be addressed urgently towards reducing order delay under takeaway and delivery channel.

In order to understand and address the root causes, author venture into extensive literature review by referring diversified articles from various scholars. Author further identifies appropriate tools, techniques and solutions which can address the prevailing problem, component wise. Several solutions developed by author have encapsulated inputs from various techniques where author highlighted several digital techniques as solutions and some of techniques which has a more focus on human resources, are planned to be applied in an individual manner. Such techniques identified are supported with elaborative annexes given in this report which will assist in implementing the proposed solutions. These methodologies are supplemented by elaborative annexes in this study, which will aid in the

implementation of the offered solutions. In addition to that, detailed cost estimations were also done in detailed manner to assess the total cost of proposed solutions. A benefit cost analysis was then performed after examining the project's financial viability. As a result, the primary project and project components were logically related to project objectives, outputs, and results, stressing the project's feasibility and viability.

The results relating to the outcome and the components were reviewed in depth at the end of the report, and suggestions were made with a special emphasis on crucial consideration in adopting all indicated techniques/solutions. In order to execute the project on time, expected timelines were also indicated beneath each suggested option. The major goal of this project is to achieve 100% on-time order completion while lowering order delays in the takeaway and delivery channels within one year of the project's implementation date, while also fulfilling various additional sub-goals defined under other components.