

Report On  
Home Delivery over Dine-in Assessment of J&J Business Solutions Ltd.

By  
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An internship report submitted to BRAC Business School, BRAC University in  
partial fulfillment of the requirements for the degree of  
Master of Business Administration (MBA)

BRAC Business School  
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## **Declaration**

It is hereby declared that,

1. The internship report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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**Supervisor's Full Name & Signature:**

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**Dr. Salehuddin Ahmed**  
Professor, BRAC Business School  
BRAC University

## Letter of Transmittal

Dr. Salehuddin Ahmed  
Professor  
School of Business  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: **Submission of Internship Report**

Dear Sir,

With due respect I would like to inform you that I have been working in J&J Business Solutions Ltd. from September 2019 as Business Development Executive. I am a full time employee there. As a requirement of MBA I am pleased to submit hereby my internship report.

I have attempted my best to finish the report with essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely Yours,

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Jishan Numayer Zaman  
ID No.: 16364034  
BUS 699 (Internship), Section: 1  
Spring 2020  
BRAC Business School  
BRAC University  
March 30, 2020

## **Acknowledgement**

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I would like to express my gratitude to my friends and colleagues for their friendly and cordial cooperation and suggestion during working on my report. They have generously supplied insightful comments, helpful suggestions, and contributions all of which have progressively enhanced this report.

Last but not the least I am very thankful to my family. Without their help this report would not be done so successfully, specially my mother. I thank them all for their love and trust.

## **Executive Summary**

This internship report is a requirement of BRAC Business School for completing MBA in BRAC University. I am a full time employee at J&J Business Solutions Ltd. working as Business Development Executive since September 2019. This company was formed in June, 2010. It is private limited company. They are involved in IT, agricultural and restaurant business. Their operation is in both Dhaka and Rajshahi.

In this report at first I have highlighted the general introduction of the company following the current condition of the food business and home delivery services in Bangladesh. Then I have covered the research question, following the objective, where I have mentioned about the problem which I have identified and I would like to see the result of why through this research. Then I have stated the hypothesis, the methodology and finally the whole findings.

As I have wanted to find out why people are more taking more home delivery rather dining in, so through various methodology of mine I could come to an ending. Also I have pulled off some recommendations as well.

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## **Introduction**

J&J Business Solutions Ltd. was formed in June, 2010. It is a private limited company. The business basically started with the selling of electric auto rickshaws and electric bikes. That business was going quite well. But unfortunately due to some issues J&J Business Solutions Ltd. stopped their operation after one year. Then again in March, 2013 they started the business with the agricultural sector and slowly expanding it to the IT sector and restaurant business. They basically started with the fisheries project. The fisheries project is situated at Rajshahi. The production team of the IT sector is also situated in Rajshahi. In Dhaka the restaurants are situated in Police Plaza Concord, Gulshan-1. Also the Head Office of J&J Business Solutions Ltd is headquartered in Dhaka.

Once there was a situation in Bangladesh when you need to have a coffee there were very few restaurants. Now there are numerous restaurants with numerous choices. Through this there is also creation of job opportunities. But to open a restaurant is not easy. There are many legal documents that should be followed. These restaurants are not only keeping dine in, they also deliver home. There are other home delivery services who also ensure food deliveries. Some food business companies only does home delivery rather than dine in service. Now about 25000 delivery of food is being carried out every day. To ensure these deliveries about 3500 delivery mans are working. Another thing is when a customer signs up with a delivery company, it seems that their loyalty stays about 80% with that company. As a result it is important to choose carefully the delivery companies as well. Another place to know more about food is FoodBank, a facebook group of food lovers in Bangladesh. Here people are posting many different reviews of food, helping people to choose.

The latest food delivery which was launched in April 2019, is Uber Eats a service of one the world's biggest company, that is Uber. They do not only delivery food, they also think about their rider and also created insurance program for them.

So in an overall trend, we can see that the food delivery companies are now playing a very big vital role in terms of food business. This may affect dine in, but it does work and deliver food to all the customers.

## **Restaurant Industry in Bangladesh**

In last few years the industry of restaurant in Bangladesh has been evolving a lot. Not long ago there were few options and now you have to spend a lot of time just to choose which option. Now there is a big portion of people who would like to go out added it as a lifestyle. Even ordering food online is not uncommon now. Many home delivery service are now in food delivery in full force.

Now there are different types of restaurant. If you think of coffee there are many different coffee shops, some noteworthy are Gloria Jeans, Crimson Cup and Second Cup. If you are into Pizzas now there is Pizza Hut, Pizza Guy, Pizza La Vita, Pizzaroma, etc. If you crave for burgers, there are many burger joint now. Some popular burger joints are Chillox, Takeout, Madchef, Preetom, Boma Burger, Herfy, Burger King. One of the most interesting fact is some of these local burger joints were just in a cart. Now they are the leading burger joints in the country. So there are numerous options to go with.

More than half of the population in our country is under 25, on that note fast food is preferred by majority when eating out. Even a big portion are working and always busy and on move. For them also this is a very reliable option. There is different quality with different price tags. Nowadays only the expensive has to be very hygiene and tasty is not necessary, there are also many restaurants serving delicious good food at cheaper price so that there is something for everyone. And people do not have to worry. There are also many different types of cusine. There are burgers, pizzas, pasta etc. If you want traditional you have Biryani, Kachi, even regular Rice. If you crave for exotic rare foods there is also some for that. You got Japanese restaurant, authentic Thai, Chinese, etc. Some people like sushi a lot which people here did not think about it at all. Now there are steak and many different seafood.

People sometime dine in and there are some who prefers highly on home delivery. So there are home delivery food services like FoodPanda, UberEats, Shohoz, Pathao Foods etc. They have shaped the food industry in a very different form. People now-a-days use these home delivery services and tryout several different cuisine with the touch of fingers in the app. So technology has added a great diversity in the food business as well.



## **Research Question**

In my research I plan to investigate the responses of my respondents and thus I will be addressing the following research question:

- Does people now prefer home delivery over dine in?
- Is home delivery by the restaurants more preferable or home delivery by third party like Uber Eats, Food Panda, etc. more preferable?
- Are the ingredients quality maintained?
- Are the staff cleanliness maintained?

## **Objective**

I am currently working as the Business Development Executive of J&J Business Solutions Ltd. and deployed in their restaurant business sector to look after their whole operation end to end. I have observed that there are very few walk in customers, but there are mostly home delivery order. As a result the lack of walk in customers is affecting the business. In this context I want to find out why there a few walk in customers. Is it because of the location of the restaurant or is home delivery is now more accepted over dine in.

## **Hypothesis**

With my research I expect to see that people are now more prone to home delivery service than dine in.

## **Methodology**

For my primary research, I will conduct a survey of two groups of people. One group are the employees of my organization and another group will be the direct customers of the restaurant business of J&J Business Solutions Ltd. I will conduct a group of 10 people from employees and a group of 20 people from customers. The questionnaires are attached in the appendix part.

For my secondary research I plan to use different articles regarding the restaurant business which will be available in different sources.

## Data Presentation and Analysis

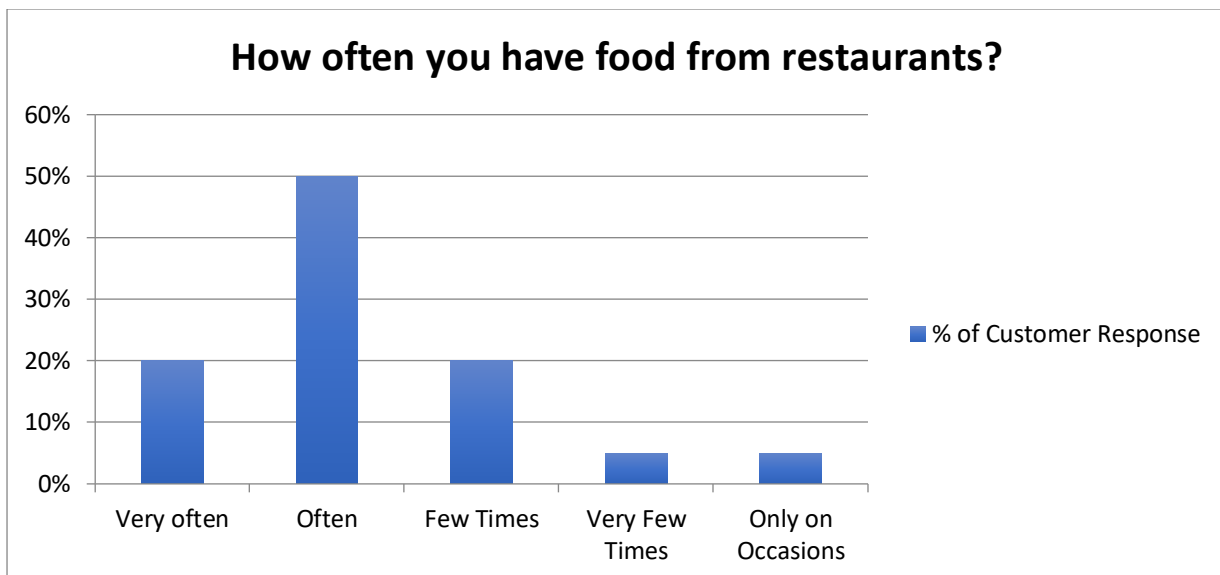
To prepare this report I have conducted research on two groups of respondents, one are the customers of the restaurant business of J&J Business Solutions Ltd. and the others are the employees of J&J Business Solutions Ltd. So I prepared two sets of questionnaire for the two groups. The responses from the customers and employees will basically fulfill my research questions, but the response from the customers only will mainly bring the conclusion to my hypothesis.

In this regard in total I have conducted a group of 20 customer and a group of 10 employees. The questionnaires are attached in the appendix.

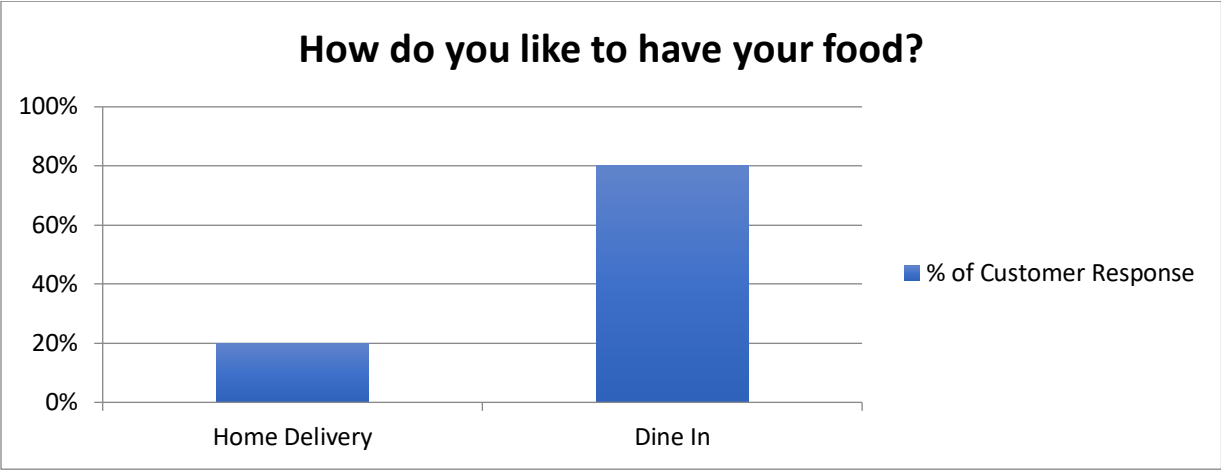
### Response from Customers:

Below are the results and some explanation about the responses of customers from the questionnaire I prepared for them:

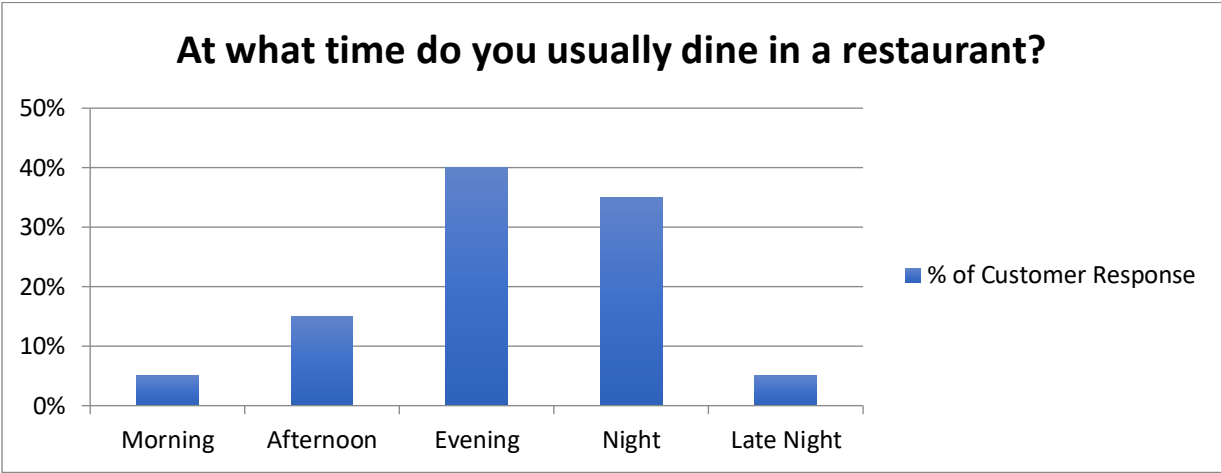
In my first question I asked “How often you have food from restaurants?” The options that I provided were  Very often;  Often;  Few Times;  Very Few Times;  Only on Occasions. From my research I have seen about 20% of the customer answered Very often, 50% of the customer answered Often, 20% of the customer answered Few Times, 5% of the customer answered Very Few Times and 5% of the customer answered Only on Occasions. So it is clearly understandable that most of the customers often have foods from restaurants.



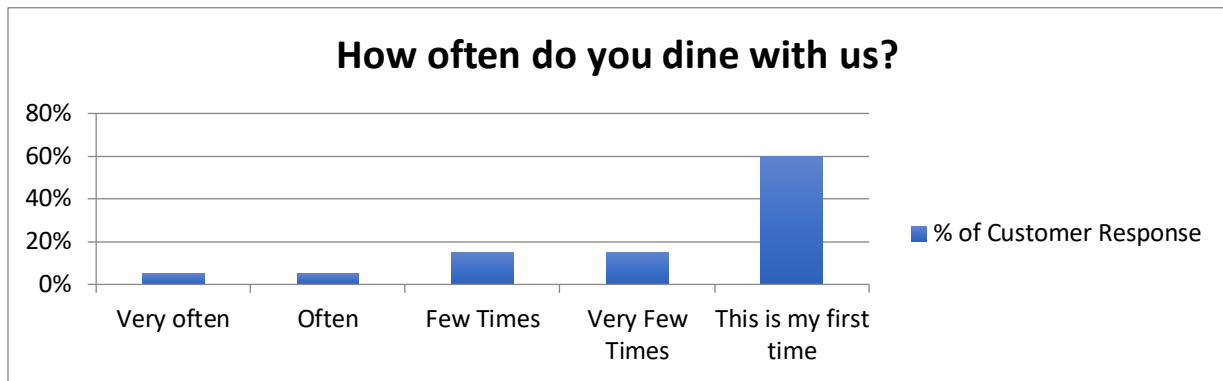
In my second question I asked “How do you like to have your food?” The options that I provided were  Home Delivery;  Dine In. From my research I have seen about 20% of the customer answered Home Delivery and 80% of the customer answered Dine In. So it is clearly understandable that most of the customers like to dine in rather than ordering from home.



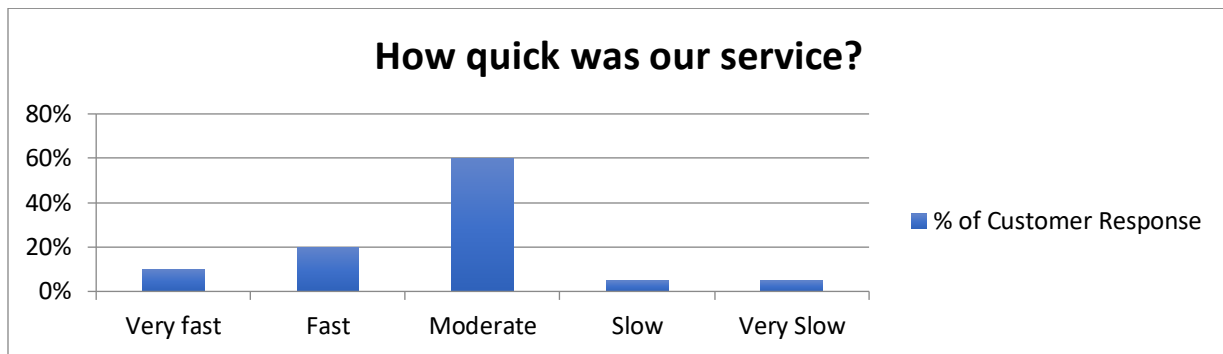
In my third question I asked “At what time do you usually dine in a restaurant?” The options that I provided were  Morning;  Afternoon;  Evening;  Night;  Late Night. From my research I have seen about 5% of the customer answered Morning, 15% of the customer answered Afternoon, 40% of the customer answered Evening, 35% of the customer answered Night and 5% of the customer answered Late Night. So it can be said that people are more likely to dine in restaurant after evening to night.



In my fourth question I asked “How often do you dine with us?” The options that I provided were  Very often;  Often;  Few Times;  Very Few Times;  This is my first time. From my research I have seen about 5% of the customer answered Very often, 5% of the customer answered Often, 15% of the customer answered Few Times, 15% of the customer answered Very Few Times and 60% of the customer answered This is my first time. So it is clearly understandable that most of the customers visited for the first time and very few are regular customers.



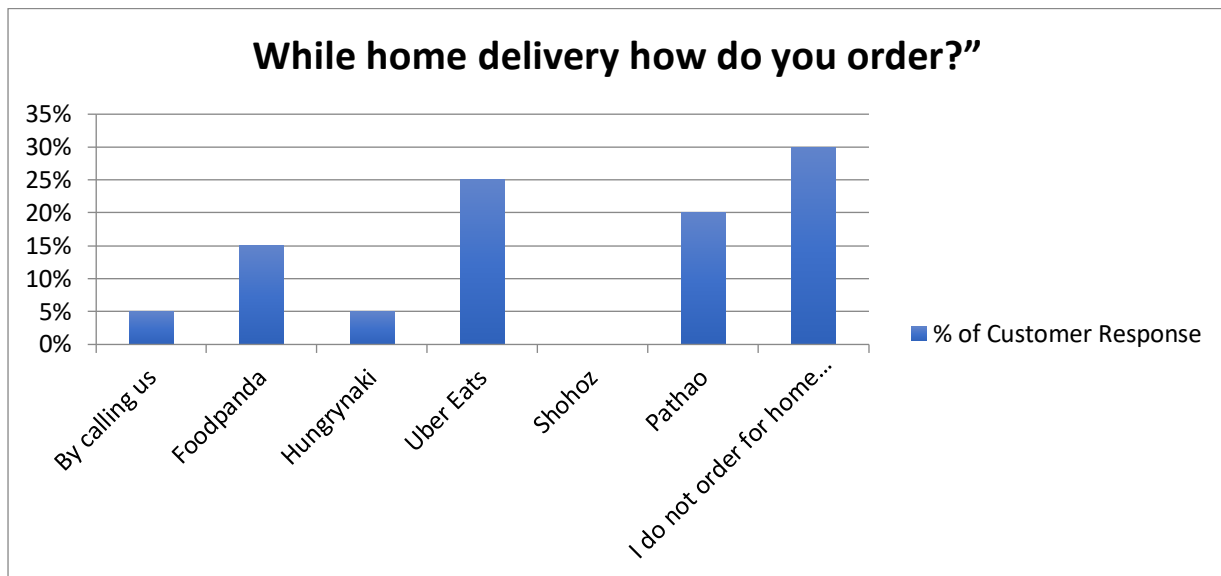
In my fifth question I asked “How quick was our service?” The options that I provided were  Very fast;  Fast;  Moderate;  Slow;  Very Slow. From my research I have seen about 10% of the customer answered Very fast, 20% of the customer answered Fast, 60% of the customer answered Moderate, 5% of the customer answered Slow and 5% of the customer answered Very Slow. So it is clearly understandable that most of the customers thought that our service was moderate. Some has said very fast. And the one who said it was slow, they actually ordered the foods which were slowly cooked for better taste.



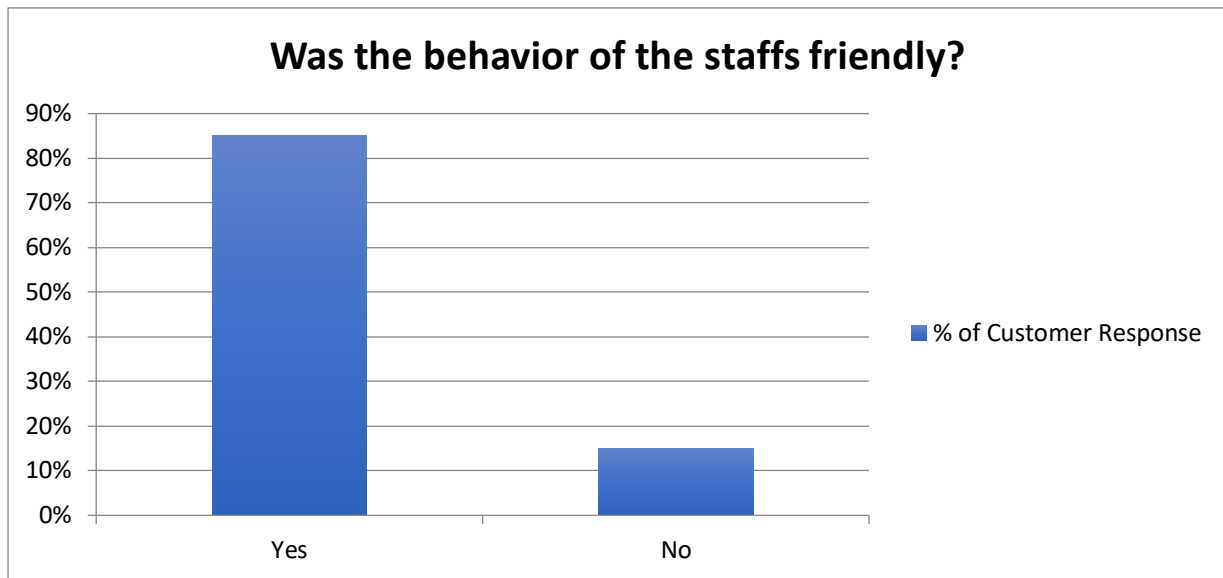
In my sixth question I asked “Your opinion in the selection of our beverages?” This was actually an open ended question. We used to serve regular soft drinks only. Most of the customers urged that we should also keep other beverages besides the soft drink only. So in the midst of this research we have introduced different fresh blended lemonade.

In my seventh question I asked “Which food of ours did you like the best?” This was also an open ended question. There were mix answers to this question. Some referred to pizzas, some pastas, some told wraps. But the pizza came more.

In my eighth question I asked “While home delivery how do you order?” The options that I provided were  By calling us;  Foodpanda;  Hungrynaki;  Uber Eats;  Shohoz;  Pathao;  I do not order for home delivery. From my research I have seen about 5% of the customer answered By calling us, 15% of the customer answered Foodpanda, 5% of the customer answered Hungrynaki, 25% of the customer answered Uber Eats, 0% of the customer answered Shohoz, 20% of the customer answered Pathao and 30% of the customer answered I do not order for home delivery. So it is clearly understandable that most customers do order for home delivery. Only some does not order at all. It is also observed that very few customers directly call at our hotline number for direct delivery. Among the home delivery services, the customers are more likely to use Uber Eats. Whereas, from Shohoz, no customer is likely to order.



In my ninth question I asked “Was the behavior of the staffs friendly?” The options were simply  Yes;  No. From my research I have seen about 85% of the customer answered Yes and 15% of the customer answered No. So it is clearly understandable that most of the customers are happy with the behavior of the staffs, but a few were not happy. When in details these unhappy customers were asked, most of them referred to a specific staff. Initiative in counseling that staff is already taken. One customer was referring to the store manager himself, but later it was found that due severe pressure of customers that day he was carried away. But even for counseling was managed. Because making customers happy is the first priority.



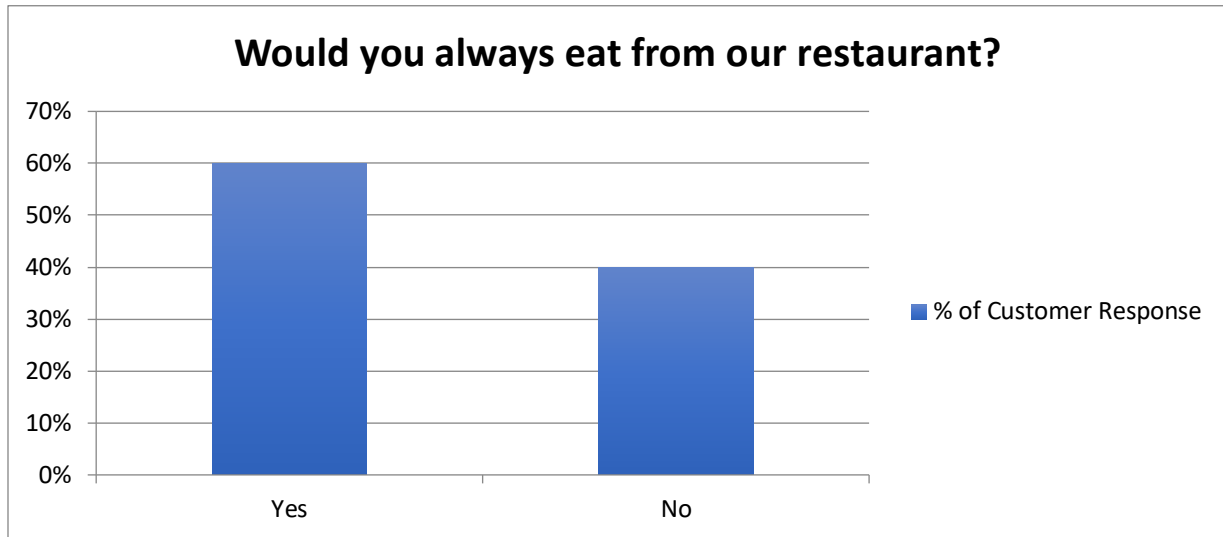
My tenth and last question was an open ended question. It was “What did you dislike about our menu?” In this context I have received very mixed answers. Some said nothing, which is they liked everything. Some customers said that it would be good to have pictures in the menu. Only one customer would like to see Mexican food items in the menu.

### **Response from Employees:**

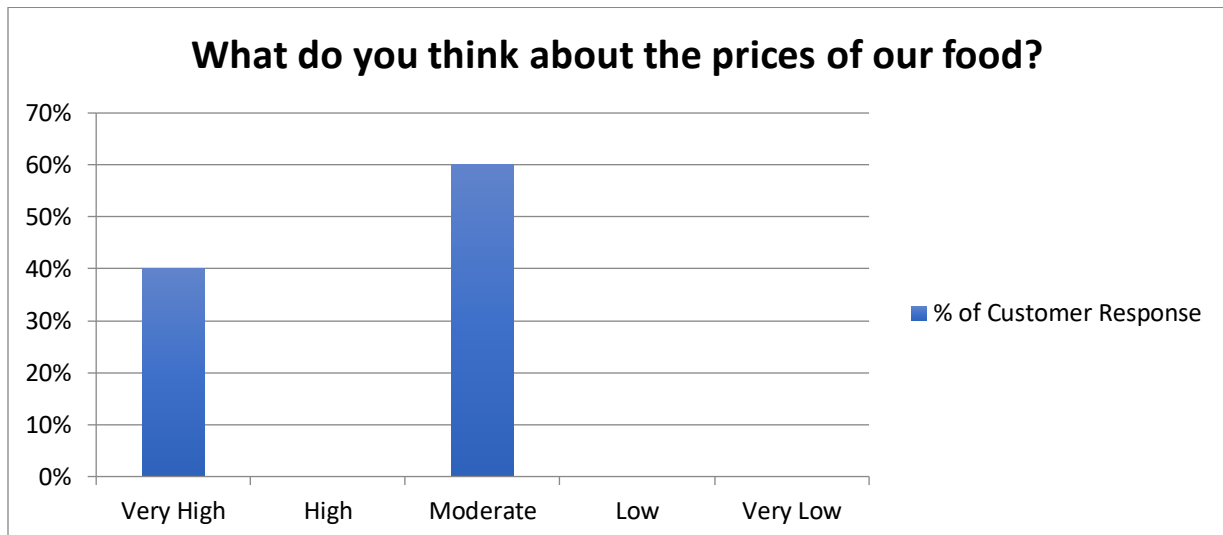
Below are the results and some explanation about the responses of employees from the questionnaire I prepared for them:

In my first question I asked “Would you always eat from our restaurant?” The options were  Yes;  No. From my research I have seen about 60% of the employees answered Yes and 40% of the employees answered No. This answer most probably represents that the

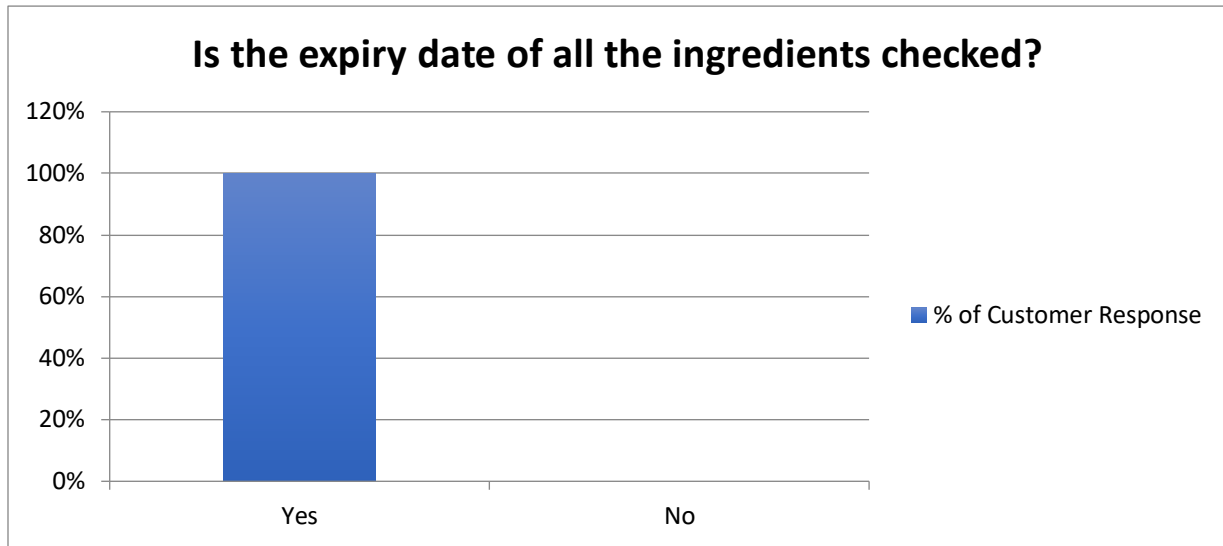
employees who can have food from here always are senior than the employees who said they can't have always food from here. They are probably the junior staff.



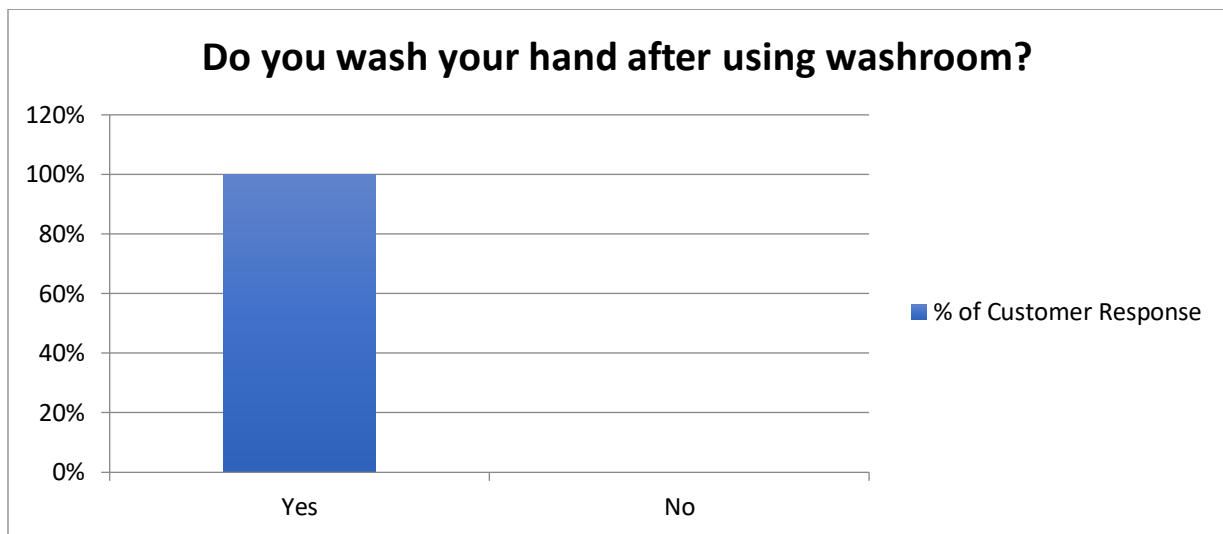
In my second question I asked “What do you think about the prices of our food?” The options that I provided were  Very High;  High;  Moderate;  Low;  Very Low. From my research I have seen the employees have answered from only two options, the Very High and Moderate. About 40% of the employees answered Very High and 60% of the employees moderate. Comparing with the previous question, it can be said that the same employees have answered same percentage, because the ones who can have the food are most likely the ones who think the prices of food are moderate, and the ones who said no are most likely the ones who said the prices are very high for them.



In my third question I asked “Is the expiry date of all the ingredients checked?” The options were  Yes;  No. From my research I have seen about 100% of the employees answered Yes and none of the employees answered No. So it is clearly understandable that the expiry date of the ingredients in kitchen is maintained 100% as said by all the employees.



In my fourth question I asked “Do you wash your hand after using washroom?” The options were  Yes;  No. From my research I have seen about 100% of the employees answered Yes and none of the employees answered No. So it is clearly understandable that the employees are always concerned about high maintenance of their hygiene and keeps themselves clean.





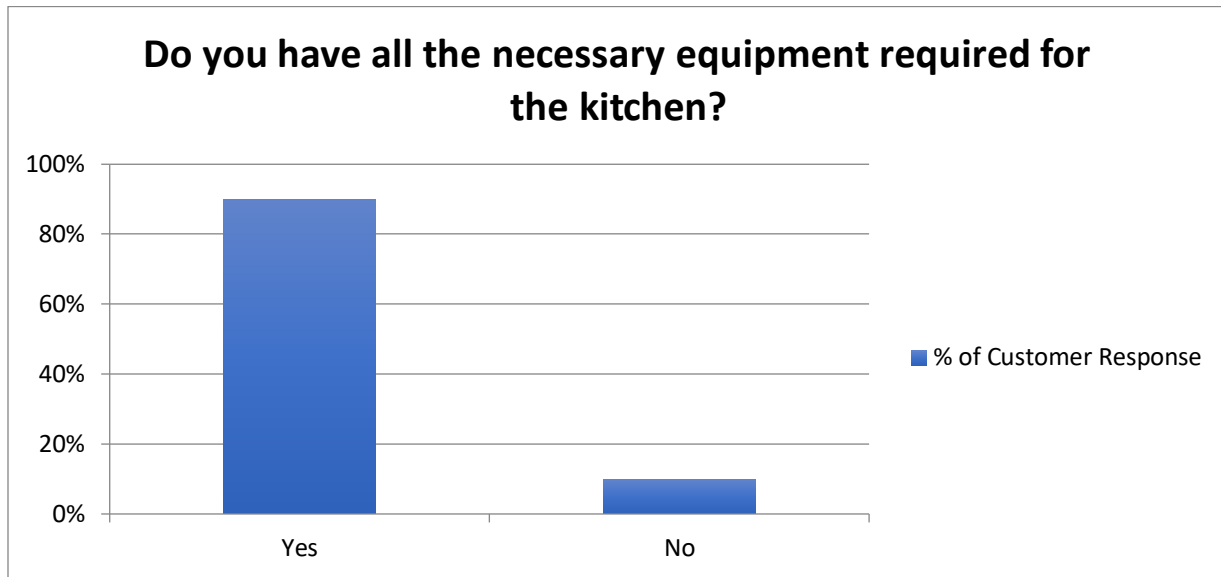
The fifth question was an open ended question which was “Why do you think our dine-in sales are low?” To this question some employees has said that one of the reason for low dine-in sales is the location of the outlet. They think that rather than the current location in the food court, maybe going out to a single outlet function would increase sale of dine-in. In addition the area must be chosen carefully as well. Some employees also think that now-a-days people are so busy and home centric that they don’t have time to visit restaurants rather they want to order through online through various food delivery apps.

The sixth question was also an open ended question which was “Please share if you have any suggestion regarding our menu?” To this question some employees has said that putting up pictures of food besides the name would be good, then the customers can understand what the food looks like in addition the quantity can also be understood, as a result it becomes helpful for the customers to choose from the menu. Some employees also think that the price of the foods needs to reconsidered, some are little high and some are little low.

In my seventh question I asked “Can you communicate in English to a customer if he/she cannot speak Bengali?” The options that I provided were  Yes;  Somewhat;  No. About 30% of the employee answered Yes, 40% of the employee answered Somewhat, 30% of the employee answered No. So basically they result was that, the employees who said they cannot speak English they are core kitchen staff who does not come in touch with the customer, the ones who said somewhat they are the ones who comes mostly in touch as the waiter, the delivery man or the store front desk officer. The ones who said yes they can actually speak well English, very fluently. But they are the senior ones and they do not come much in front of the customers. In special cases they may need to come to talk to such customers.



In my ninth question I asked “Do you have all the necessary equipment required for the kitchen?” The options were  Yes;  No. Along with the No I also kept an open space to say what was required. From my research I have seen about 90% of the employees answered Yes and 10% of the employees answered No. So it is clearly understandable that the most employees are happy with all the kitchen items, but one of the employees thinks that there is a need for another cupboard in the kitchen.



My tenth and final question was an open ended question where I asked the employees “What is your favorite thing about working here?” Some of the employees said that the best thing about this place is that everyone is very friendly. One of the employees who works at the procurement section, has said that he can build a lot of peer. He knows a lot of people in the food industry now and has learned a lot. The manager also said that he likes to contribute in the marketing plans and also the creative parts like facebook marketing.

## Conclusion

With the overall research it can be now said that people are now more prone to home delivery rather than dine in. It can be understood that people are now very busy with work life. They only free time they get they might want to spend it with their family or maybe watch a movie. For having some restaurant food it is just a mobile touch away. Now there are many different apps through which order can be placed from the best restaurants. This has now made the ability to

choose from which restaurant to choose. Even at a glance people can now see different menus, cuisines and also compare prices. In these online sites now there are given many different kinds of discounts which can actually be availed only if the food is ordered online and not dine in. So it can be easily understood why people are now more keen to order from home rather dine in. Maybe once it was a luxury but now having restaurant food and even online is just a click away and a very common trend.

## **Recommendation**

After my research I can say that my hypothesis is positive that people are actually now more prone to home delivery over dine in. But this is obviously an issue that there are low dine in sales. This does affect the business, because due to keeping dine in facility there is a cost of higher rent and more staff is required. One feedback was the location was an issue. So overall I have two recommendations. One is to choose a better place, a very happening place where people would love to gather and spend some quality time. The problem with this is a very big investment is required. But with proper choosing the investment can grow back. Another option was to cut cost of dine in and go completely only home delivery or cloud kitchen based operation. In this case though we will miss dine in customer but our monthly expenses will go down.

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## **Appendix A**

### **Questionnaire for Customers**

Name: \_\_\_\_\_ (optional)

Age:  13-20  21-28  29-36  37-44  45+

Sex:  Male  Female

1. How often you have food from restaurants?

- Very often
- Often
- Few Times
- Very Few Times

Only on Occasions

2. How do you like to have your food?

Home Delivery

Dine In

3. At what time do you usually dine in a restaurant?

Morning

Afternoon

Evening

Night

Late Night

4. How often do you dine with us?

Very often

Often

Few Times

Very Few Times

This is my first time

5. How quick was our service?

Very fast

Fast

Moderate

Slow

Very Slow

6. Your opinion in the selection of our beverages?

Ans: \_\_\_\_\_

7. Which food of ours did you like the best?

Ans: \_\_\_\_\_

8. While home delivery how do you order?

By calling us

Foodpanda

Hungrynaki

Uber Eats

Shohoz

Pathao

I do not order for home delivery

9. Was the behavior of the staffs friendly?

Yes

No

10. What did you dislike about our menu?

Ans: \_\_\_\_\_

**(Thank you for giving your time!)**

## **Appendix B**

### **Questionnaire for Employees**

Name: \_\_\_\_\_ (optional)

1. Would you always eat from our restaurant?

Yes

No

2. What do you think about the prices of our food?

Very High

High

Moderate

- Low
- Very Low

3. Is the expiry date of all the ingredients checked?

- Yes
- No

4. Do you wash your hand after using washroom?

- Yes
- No

5. Why do you think our dine-in sales are low?

Ans: \_\_\_\_\_

6. Please share if you have any suggestion regarding our menu?

Ans: \_\_\_\_\_

7. Can you communicate in English to a customer if he/she cannot speak Bengali?

- Yes
- Somewhat
- No

9. Do you have all the necessary equipment required for the kitchen?

- Yes
- No, Required: \_\_\_\_\_

10. What is your favorite thing about working here?

Ans: \_\_\_\_\_