

Pandemic Induced Crisis in Restaurant Business

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Abstract: *Purpose:* The main purpose of this paper is to analyze and examine the issues and challenges faced by restaurant businesses after the pandemic and to identify the strategic management areas for the restaurant businesses.

Methodology: The restaurant business has been the most affected business during and after the pandemic. Therefore, this study intends to examine their challenges. Thus researchers have undertaken descriptive and analytical research methodology through the surveys conducted and the existing theories.

Results: The restaurant industry, one of the sectors most significantly impacted by the pandemic, saw a wide range of problems and difficulties related to economic, social, technological, and political aspects. They had a lot of other options, including switching to an internet business, a cloud kitchen, a franchising system, etc. In the end, it was discovered that the ideals of strategic management helped them to endure the epidemic and all of its challenges.

Keywords: restaurant, businesses, challenges, economy, pandemic

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