



Jayesh Shetty, the owner of Mookambika Mess (Mookambika) in Mangaluru, India was in deep thought. The ever-increasing competition in the fast food industry was taking its toll on his business. He was constantly thinking about opening a full-service economical restaurant and taking Mookambika closer to his customers. He had five potential locations in mind. However, he had not been able to pinpoint the final location. He now had very less time to finalize the location, he had to inform investors of his decision during the investor meeting scheduled in two days. Jayesh wanted an in-depth evaluation of these potential locations before the meeting.

Mookambika started operations with a single outlet near Mysore Circle, Mangaluru

Majority of Mookambika's customers were students of university. Most of the other customers were medical patients, labourers, and families from around the region. For them distance was the problem.

Mangaluru is a city in Karnataka with the student community constituted over 25 per cent of the city's population including international students. Most students belonged to the upper middle class of society. Mangaluru had witnessed a surge in medical tourism, as it attracted many patients from India and abroad. In addition, the construction of infrastructure projects brought a huge migratory labour force to the region; The ancient Udupi Shri Krishna Temple and other spiritual places also brought in domestic and international tourists.

Recently many fast-food restaurant chains had opened outlets in the region, causing a dip in business for Mookambika. Considering that these brands had better logistics, including home delivery, they were denting Mookambika's business. Online food aggregators, too, were harming Mookambika.

Recently University management allowed three more vendors to cater to the same set of customers. Even though Jayesh kept the price reasonable compared to the three other vendors it affected Mookambika's revenue.



By opening a full-service economical restaurant in the Mangaluru region he wanted to cater to the needs of the lower middle class by providing them with hygienic food at affordable rates. For daily wage workers, patients, and budget tourists—high-priced food venues were out of their budgets; and roadside food stalls offered unhygienic food.

With the price of land in Mangaluru is very high level, he felt that places around Jeppu or Ullal regions would be more reasonable, and that the competition would be more manageable. Also, apart from serving his existing customers in this region, he would be able to serve quality food to a lower demographic. Over the past year, he shortlisted five potential locations around the area. They are Jeppu, Ullal ,Yeyyadi , Suratkal and Port area.

With his vast experience Jayesh knew that the three most important criteria for setting up a restaurant were space within the facility, parking space outside the facility, and the ability to serve hot and fresh food to customers not only in the restaurant but also through home delivery. He knew for home delivery time should not be long. He knew that he would have to focus more on tourists, patients, students, and migratory labourers from other states rather than on locals. Since the cost of land in these five locations were almost same and he believed that a prominent location was the key to success for this type of business.

The survey report detailed the set of criteria for evaluation, along with their importance in selecting the restaurant location. Jayesh wanted a thorough assessment of these five potential locations before making the final decision. However, his research recommended differential weightages to be given to the criteria in selecting the best location.

Jayesh's chain of thoughts was broken by the sudden entry of his manager Menon carrying the survey report (see table). Looking anxious, he told Jayesh, "Sir, we have to decide fast. I just heard that a couple of restaurants are opening up by the end of this monsoon season."



Criteria/Location	Weightage	Uiiial	Port Area	Yeyyadi	Jeppu	Suratka l
Size of facility	24	7.2	8.4	6.5	7.5	9.5
Size of parking space	20	8.0	6.0	5.0	8.5	8.3
Response time for Home delivery	16	6.0	6.5	8.0	4.0	7.5
Availability of infrastructure	13	8.5	9.5	7.0	8.5	4.5
Size of population	10	7.5	7.8	5.3	5.5	8.0
Availability of roadnetwork	7	9.0	8.0	6.5	8.5	8.5
Number of competitors	6	9.0	3.0	5.0	2.0	1.0
Distance to market	4	2.0	3.2	5.4	4.0	2.5

Case study questions. Each question carries 5 marks.

1. Analyse the above case and identify the challenges faced by Jayesh.
2. Evaluate the location feasibility for the new restaurant of Mr. Jayesh also Justify the sme.
3. Identify other factors that Jayesh should consider for his success? Design a model by considering those factors

Peer Review and Critique Comment

Subject -Operations Management (Semester I)

Review –

The case study was found engaging and holding attention with a well structured narrative.

Recommendation -

The case study could be more elaborated by the use of some international level of examples.



Dr. Purushottam Patil

(Director)



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2. Evaluate the location feasibility for the new restaurant of Mr. Jayesh also Justify the same.
3. Identify other factors that Jayesh should consider for his success? Design a model by considering those factors?
4. Analyze the case and identify the new product and key challenges that can be faced by Jayesh if he was running this mess in California?

**SIR .M. VISVESVARAYA INSTITUTE OF
MANAGEMENT STUDIES & RESEARCH (SVIMS)
MMS 2021-2023 Sem I**

NAME OF THE FACULTY : Prof. Ganpati Kattige
SUBJECT : Operations Mangement

Roll No.	NAME OF THE STUDENT	DATE
		5
		29/01/2022
12001	Bagwe Siddhesh	A
12002	Bhowal Rani	A
12003	Bohra Dharma	P
12004	Borkar Asmita	P
12005	Chitte Mayuri	P
12006	Choudhary Anjum	P
12007	Dabhade Aniket	P
12008	Darade Samruddhi	P
12009	Dasurkar Akash	A
12010	Dengale Sakshi	P
12011	Desai Shivani	P
12012	Gawali Prajwalit	P
12013	Goregaonkar Rohit	P
12014	Gurunarayan Ashishkumar Pandey	P
12015	Jadhav Rupali	A
12016	Jadhav Sakshi	P
12017	Jadhav Simran	A
12018	Jayant Joshi	A
12019	Kadam Apurva	P
12020	Kale Omkar	P
12021	Kamble Sushil	P
12022	Kawale Dhanashri	P
12023	Kolge Shraddha	P
12024	Kongere Suchita	P
12025	Kumar Hekre	A
12026	Kumbhar Akshay	A
12027	Mathew Nevin	P
12028	Maurya Akshata	P
12029	Maurya Manisha	P
12030	Mishra Kaustub	A
12031	Namugade Sharwari	P
12032	Narone Siddharth	P
12033	Navrat Devika	P
12034	Nibre Tejal	P
12035	Pachupate Disha	P

12036	Panda Deepak	A
12037	Pathan Aasma	A
12038	Rokade Sushant	P
12039	Salve Akshay	A
12040	Salve Hrithik	P
12041	Satve Sahil	A
12042	Saurabh Deshmukh	A
12043	Shaikh Mohd Nauman	A
12044	Shrungarpure Pradosh	P
12045	Singh Priyanka	P
12046	Singh Shivani	P
12047	Sonawane Saurabh	A
12048	Sonkamble Sonali	P
12049	Suryagandh Pooja	A
12050	Suryagandh Priti	A
12051	Suryawanshi Tejaswini	P
12052	Tambe Pranjal	P
12053	Tawade Prachi	P
12054	Vishwad Neeraj	P
12055	Vivek Hattarkal	A
12056	Waghchore Pratiksha	P
12057	Yadav Satyam	P
12058	Yeshwante Nikhil	P

G. J. Jethava

Sir.M.Visvesvaraya Institute of Management Studies and Research(SVIMS)

Faculty Feedback : MMS II (2022)

Subject: operations Management

Sr.No	Students Parameters	1	2	3	4	5	6	7	8
1	The Faculty is well prepared for each class	5	4	4	4	5	4	5	3
2	The Faculty has a thorough knowledge of the subject	5	5	5	4	5	5	4	5
3	The faculty explains giving practical examples	5	3	4	4	4	4	4	4
4	The Faculty creates interest in the subject	5	3	3	3	3	4	4	4
5	The Faculty encourages participation	5	3	4	4	4	5	4	4
6	Encourages students to ask questions and participate	5	3	4	4	4	4	5	3
7	The Faculty is punctual and regular	5	5	4	4	3	5	5	5
8	The Faculty covers all the topics in the course	5	5	5	4	4	4	5	3
9	The Faculty makes the use of allotted time well	5	4	4	4	4	5	4	4
10	The Faculty is fair in evaluation and feed back	5	4	3	4	4	4	5	5
11	The Faculty is available for consulting and mentoring after class	4	3	3	4	4	5	4	5
12	The Faculty is open to providing support whenever needed	5	4	4	4	3	5	4	5
13	The Faculty is audible, loud and clear in the class	5	4	3	4	4	4	4	4
14	The Faculty makes complex aspects and concepts simple and easy to understand	5	4	3	4	4	4	5	3
15	The Faculty focuses on application of theory learnt into practice	5	4	4	4	3	4	5	3
16	The Faculty is a good role model	5	5	3	4	4	5	4	4

