



Date: 11th April, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Bhagyashree C Surapur bearing USN 1AY16MBA11, 2nd year (3rd Semester) MBA from Acharya Institute of Technology, Bangalore has successfully completed an internship on the topic **"A Study on Customer Perception of Technology Innovations in Restaurants at Prioriti Pte.Ltd."** from 15th January 2018 to 24th March 2018 at Prioriti Pte. Limited.

During the period of her internship with us, we found her to be a self-starter who is motivated, duty bound and hardworking. She worked sincerely on her assignments and her performance was Par Excellence.

We wish her every success in life.

Authorized Signature

PRATAPA BERNARD
CEO & Founder
Prioriti Pte Limited.



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 16/05/2018

CERTIFICATE

This is to certify that **Ms. Bhagyashree C Surapur** bearing USN **1AY16MBA11** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Perception of Technology Innovations in Restaurants at Prioriti Pte. Ltd.**” is prepared by her under the guidance of **Prof. Om Prakash C**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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BHAGYASHREE C SURAPUR

DECLARATION

I Bhagyashree C Surapur, hereby declare that the project report entitled "A study on Customer Perception of Technology Innovations in Restaurants at Priorities Pte Ltd", Bangalore prepared by me under the guidance of Prof. Om Prakash .C, faculty of MBA department, Acharya Institute of Technology and external assistance by Nagesh Rao, CTO, Priorities Pte Ltd.

I also declare that this Project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten weeks.

I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Bangalore


Signature of the student

Date: 25 May 2018

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EXECUTIVE SUMMARY

The food and service industry has changed drastically over the last few decades from writing the receipt in paper to providing digital receipts, the technology has taken a huge improvement in the restaurant industry. The restaurants have innovated with the changing technology which enables faster and efficient service to the customer. Digital innovations are offering the restaurateurs a chance to improve themselves from the outdated paper-based operations and get used to the in touch with what customer really requires.

The innovations which have been introduced in the restaurants like Digital kiosk, internet ordering, online reservations, SMS ordering, Pagers, digital screens, Table top iPad menus etc. Restaurant industry is already utilizing various innovations to communicate with the customers and favourably position their brands, products and services. This technology will provide the restaurateurs with the data of the customers and their history can be analysed which would help them to provide with information and provide personalized service to the customers.

The company which I was doing my project work is called Priorities Pte Ltd a Singapore based company with a solution that benefits the customer in all aspects of the services. It basically provides retail solution that helps the retailers and the product and the brand owners and also the shoppers. This makes the offline shopping a more fun and rewarding experience to the customers.

This project report is an earnest endeavour to understand the customer perception towards the technology innovations that is taking place in recent times. This provides with the various factors that are considered for visiting the restaurants and the familiarity of the customers with the technology innovations in the restaurants so as to improve the user experience of the customers and provide them a personalized experience to the customer

CHAPTER-1

INTRODUCTION

1.1 Introduction about the project

This project which involves the various factors and the perception of the customers towards the innovations that are taking place in the restaurant industries. Restaurant is a French word which means “to restore” or an eatery .It is a business wherein customers are served with varieties of meals and drinks in exchange of money. Food is often served at the restaurants and eaten in the restaurants enjoying the ambience around the customers. Restaurants vary in their offerings and their appearances including varieties of foods and service models. They range from inexpensive fast food restaurants, cafeteria to family restaurants to luxury restaurants. Most of the restaurants serve major meals such as breakfast, lunch, dinner. While other restaurants may either serve a single meal or two meals etc. Basically in a mid to high priced restaurants, customers sit at the table, waiters take the orders and brings the food when it is ready. After eating it customers pay the bill for the service obtained.

India is in the midst of its restaurant revolution which is taking place in a great pace, and it is not surprising that the frequency of going out and eating is getting higher and higher and has also evolved the market for the food service sector. The eating habits of people are changing specially the style of cooking and the ingredients used in the food. According to the National Restaurant association of India (NRAI) and Technopak reveal that the size of the food services market in India is estimated to be at \$48billion in 2013. This is projected to grow at a CAGR of 11% over the next five years to reach \$78 billion by 2018.The food industry is expected to grow in a colourful way in coming years, given the rising disposable incomes, a greater population of younger people, the growth of consumers in smaller towns and widening exposures to various new cultures and cuisines and an increased tendency of eating outside the home.

Technology innovations have brought a vast changes in the way in which customer use and experience the services in the restaurants. Technology innovations have improved the service-time perceptions, reduce cost and also increase productivity and increased control. This can improve the customer satisfaction and retention. There has been a remarkable shift in the eating habits of the people and the consumer preferences and the perception towards the restaurant industry. We get to see a variety of restaurants focussing on various aspects

like cuisine, ambience, price, variety of deals, location, themes and the most important technology innovations etc. to cater the needs of wide range of consumers of different segments. The major reason is also due to changing technology in the industry which makes the customer to reach the desired restaurants.

This study aims to identify the customer's perception towards the restaurant technology innovativeness so as to develop innovativeness in the restaurant so that the experience of the customers are considered. It identifies how familiar the customers are towards the technology aspects in the restaurants. This project would help to identify the perception of the customers towards the various technology innovativeness in the restaurants that would help the company Prioriti to prioritize and enhance the changes in the technology so that the experiences of the customers are improved. Since the Prioriti is in the development of the experiences at the restaurants through their application. This study would provide with few insights that could be considered, wherein how familiar the customers are towards the technology in the restaurants. So that they can deploy their Virtual Waiter in the restaurants to develop the customers experience. As a part of MBA programme it is mandatory to take up a ten week project to finish the academic course. Therein a study was conducted at Prioriti Pte Ltd Bangalore as specified by Visvesvaraya Technological University, Belgaum.

1.2 Industry Profile

India being the land full of diversity offers huge opportunities for new companies to join the e-commerce business and to develop the country. India is the fastest growing market for the e-commerce sector. Due to the young demographic profile and its increasing internet penetration and its better economic performances, the e-commerce revenue is expected to increase in full swing from US\$ 30 billion in 2016 to US\$ 120 billion in 2020.

The e-commerce market has changed the face of the business. From retail or business to business, locally & globally the whole process has been changed. The internet has taken a place wherein it is a global marketplace providing even the smallest retailer a platform nationally, if not global platform.

Brick and mortar stores also have their own websites to reach out to the customers. E-commerce shopping allows consumers to shop from any place at any time and the payment can be made in various other methods and the product is delivered to door steps of the customer.

Indian restaurant industry is one of the fastest growing industry. Healthy economic growth, changes in the demographical style, increasing incomes, urbanisation, changing consumer's tastes and preferences are the factors driving growth in the market.

Gone are the days when the restaurants were working only on the same business model that was getting the customers and serving them the food while that model still lies at the heart of all the restaurants but it has grown and evolved. Technology is the prime mover of the change in almost all the industry and the restaurant industry is no exception.

1.3 Company Profile

Prioriti Pte Limited is a Singapore based company with a solution that benefits the customer in all aspects of the services. It basically provides retail solution that helps the retailers and the product and the brand owners and also the shoppers. This makes the offline shopping a more fun and rewarding experience to the customers.

This provides the retail a solution which is based on artificial intelligence and helps malls & retailers to engage 1:1 with shoppers in their premises. It also offers a personalized shopping experience based on customers interest and choices.

Prioriti is all about a Consumer's offline identity. This engages the customer's offline using mobile. It links the digital and the physical world through the use of the technology which is been advancing day by day. This would be essential for creating a customer-centric marketing which will creste a relevant, meaningful experiences which would lead to loyalty which would last long term.

Prioriti is created by Pratapa Bernard and Tracy Kuosk, CEO & Co-founders of the company and Nagesh Rao ,the CTO of the company. Pratapa Bernard is an MSRIT Alumni who has worked in well-established companies with hands on experience in the field. Currently there are 11-50 employees on board working for the company who are very strong and come from various companies holding good experiences. The company has its operations in Bangalore & in Singapore.

The main aim is to focus on the Artificial intelligence which is the core technology which will harness the data from various multiple services that the company offers and is focused on understanding the customers interests. It helps to understand the needs of the customers in today's smartphone usage which is skyrocketing. The company aims to focus on the

emerging field of proximity based marketing and data analytics which is a new method that will bridge the gap between the platforms of both online and the offline experiences.

The company aims to anticipate the services that could be delivered to the customers according to their choices and interests around the places they visit by providing various deals. They try to influence the customer to visit the store and avail the various deals that could be obtained to them. The company is trying to help the businesses and brands through beacon technology which will deliver the context rich experiences to the customers or the end-users. Whether these are shoppers who are in brick and mortar stores, customers at restaurants or users who are interacting with businesses in other ways they are trying to enhance the customer engagement at the stores through the beacon technology.

1.4 Vision

To enable brands to engage the customer and be the first of its kind to improve the experience with the help of Artificial intelligence in terms of all the content and commerce.

Mission

To be able to provide customers personalized shopping experience across offline stores with an intelligent mobility solution in all the platforms present in the market.

Tagline

Predictive AI, Real time Shopper engagement.

1.5 Product and Services

The product that has been currently deployed in the Singapore and Indonesian restaurant market is **Virtual waiter platform** in two of the restaurants called Bahkuhteh and Kamala Restaurant etc. It is a platform that performs the activity virtually like a personal waiter in the user's pocket. It connects the customer through wifi without the mobile application and the customer is good to use the platform. The customer has to connect to the wifi through the smartphone and then the menu of the restaurant loads automatically on the screen of the phone. The customer can select exactly the way how he provides his order to the waiter, but through the smartphone they select the food and confirm their order. The customer receives the notification on their phone once the order is confirmed. The customer is identified based on the table that provides the captured information at the order management system and the

completes the service. The product manages the kitchen orders and reduces pilferage on the cash till. This also helps the customer track their order and notifies when it is ready for self pick up. The F&B operators would be benefitted by this product as this would reduce the long queue in front of the store that deters potential customers and can give better services. The company is also working on deploying the beacon technology in retail stores of the Singapore and Indonesian markets and bring it to the Indian market. This engages the customers in a personalized way using bluetooth low energy beacon technology. This platform can also be used for marketing and campaigning various activities.

The same **beacon technology** is being adapted in supermarkets for involving the customer engagement using their phones. The whole idea is that it provides the businesses to bring location based intelligence to their mobile phones. The Supermarkets also have the deployment of the beacons at various stores wherein the individual customer gets personalized offers and discounts based on customer's purchase history and are trying to provide advanced solution and benefits to the customer in all possible way. Whether these are shoppers in brick mortar stores, customers at restaurants or users interacting with the business in any other ways, they try to provide enhanced customer engagement with the beacon technology. It also recommends various offers and provides seamless experience to the customer both in the digital store and real store.

The business model in the end is to use the data to provide automated insights and based on the insights and the AI technology through the data the customer's experience is enhanced and enriched. Prioriti AI deals with going beyond data analytics. The main big picture of Prioriti is similar to offline mode, just as Google is similar to search, Facebook is similar to Socializing, Whatsapp is similar to messaging and Amazon is similar to online shopping. The focus is to provide the offline experience also a better place to shop and experience the various offers and involvement with the stores. It is developed in such a way that is personalized based on the customers and provides offers and benefits to the customer based on the purchases and interest of them. It also provides with real time engagement of the customer and also helps the customer by recommending products based on the purchase history and helps in generating offers individually to all the customers.

1.6 Areas of Operations

The main areas of operation which are :

Headoffice based in Singapore

Engineering and development team based in Bangalore.

The headoffice in Singapore which is headquartered at : 6 Harper Road, #05-06, Leong Huat Building, Singapore 369674 and the team of 5-10 employees who work on the various departments and aspects of product development and deployment of the product that can be done in the market. The other team which works from Bangalore consisting a team of 5-10 employees which focuses on the Engineering and the development of the product. The engineering team which is fully technical and the team members are highly skilled employees concentrating in building the destined product that would provide a great experience to the customer.

1.7 Organization Structure

This flow chart depicts the organization structure of the organization. Since it is a start up the organization follows a simple and clean format of ownership pattern wherein the CEO Mr.Pratapa Bernard and Tracy takes up the most decision of the firm with his team and the various department of the organization. The various department of the organization work simultaneously together with all the aspects of the company's products and services.

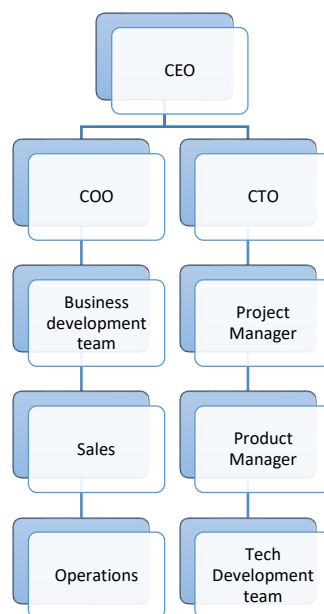


Fig 1.7.1 Figure showing organization structure

1.8 Business Model

Prioriti ignores the basic model of other major E-commerce applications with the product, selection, convenience etc. and instead focussing on various aspects of curation of personalization of the customer experience of products, platform, service, and the user experience replacing convenience, it is yet to occur for such a model in India.

1.9 Future Growth prospects

The main proposition is to ensure that “Consumer always comes first” before any stages of the ladder in the business. Prioriti is focussing on to improve its operational activities in three of its vertical categories through its artificial intelligence technology in most parts of the South East Asian countries. They are also strategizing to get it right with the Prioriti AI wherein they are capable of anticipating 70% of its technology to influence the customers onto their platform. They are deploying their very first product called as Virtual waiter in the restaurants that plays the role like a waiter wherein the customers can order through their phones without much interaction with the staff members of the restaurants through their wifi enabled mobile phones. They also aim to focus on the grocery stores wherein each individual customer can experience various offers and discounts on the products. Customer personalization is another area which they are majorly focussing onto to improve the service. The product team is working closely on the product and various marketing aspects in the regional areas. Focussing on developing relationships with various restaurants, supermarkets etc., and enabling them with its robust AI technology and providing assistance in all its aspects. Through the deployment of beacons in the restaurants and the supermarkets they can send marketing messages, personalized deals and coupons to customers which will engage customers and increase the repeat visit of the customers.

1.10 Funding & Finance

About the fund raise, E-commerce portals have become extremely popular, and the smartphone getting cheaper globally, having better connectivity they are trying to deliver a great user experience to the customer. Since the company is at its early stage of financing. The major investors are the angel investors and angel groups that have been contributing to the company in various aspects. Angel investors are the primary source of the funding’s that has been supported to them. They plan to use the most of their funding’s in the development of their product and in the operational activities of the company. They also tend to use the

funding's round to enhance their customer personalization technology based on customer activities. They are focusing on launching their app both on android and iPhone versions wherein customer can access the benefits that has been crafted individually based on their history or data obtained by them. They tend to focus on various innovations that can be brought into the market and would enhance the various platforms and provide a personalized experience to the users.

1.11 Competitors in the market

There are various players in the market who are focussing on improving the customer experience based on the AI technology in all aspects of the field with the data driven information. These are the few players which tend to have similar kind of beacon technology related solution which has the similar idea to improve the digital experience of the users. The various competitors are:

a) Mobstac - This platform tries to engage the customers digitally through the mobile phones. The firm tries to improve the acceptability and the quality of experience of the mobile phones which are offered by the businesses and the brands around the world. They are also involved in creating personalized experiences for the customers at retail shopping, restaurants etc. The organization has their operations in various business which include Retail, events, Museums, Stadium, Hotels, Airport, Restaurants etc. They operate through the beacon technology to connect with the customers in various businesses.

b) Mobmerry - It is the online shopping app to discover and shop the best brands from various shops across the locations of the customers. It helps the customer to discover & buy the latest trends across the customer's location. It helps the customer to identify and helps the customer to find what is available at the nearest brick and mortar stores. It is also expanding its operations towards the restaurants to improve the customer demands.

c) TouchBistro -The Company which is into improving the restauranteurs pain points by its cutting edge technology to the restaurants. It has been recognized globally for their various upgradation in the technology for the improvement of the customer experience.

1.12 SWOT ANALYSIS

This part analyses the viability of the company with a SWOT analysis

STRENGTH

- 1) Ability to alter the user interface based on the requirements of the customer.
- 2) Deploying Virtual waiter, one of its kind product improving restaurants problems.
- 3) Providing offers and discounts based on customer's personalized behaviour and history.
- 4) Putting always customer's requirements above all.
- 5) This is one of the earliest entrants in the restaurants, supermarkets and retail stores in the market.
- 6) Personalized experience to the customer being provided which can be obtained in each of their visit to the stores.
- 7) Customer centric design & messaging offered with quick and simple checkouts.

WEAKNESS

- 1) Restricted number of members in the team with deadlines on the run.
- 2) Still a lot of product deployment and expansion of the product has to be made.
- 3) Since the workforce is less the opportunity to manage the resources and sharing of the management burden will be lost.

OPPORTUNITIES

- 1) Thousands of restaurants and marts in each city and hundreds of city to expand into and the growth is exponential.
- 2) Use of various payment gateways can be a convenient modes of payment to provide further incentives to the customers.
- 3) It has to keep an eye on the tech industry and keep acquiring new tech innovations to improve their application.
- 4) Huge increase in the adoption of internet across the countries and also adoption of new smartphones has also increased.

THREATS

- 1) Appearance of new competitors
- 2) Competitors who imitate similar ideas or features
- 3) Changing Customer needs and demands
- 4) Changing laws and regulations on the various industries.

CHAPTER-2

THEORETICAL BACKGROUND & LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND

Customer

A customer is defined as a person who buys goods and services. Customers are the main reasons of any business to survive in the market. The purpose of any business is to attract customers and to keep creating valuable customers to their organization. Until the customers pay for you, they're no customers of yours and the organization has not fulfilled the purpose as a business. Attracting potential customers to buy their goods and services is the ultimate goal of any organization, because customer is the one who creates demand for the goods, products and services.

The term “customers” and “consumers” are almost synonymous. Customers are defined by their purchase of goods or services and the consumers are the ultimate end user of the products, goods or services. Customer is the end user or the one who consumes the product is called as the consumer. Customers are the one who make the purchases with their own money. True customers are the almost always the individuals who buy products with cash or credit that belongs to them.

A business should always put the requirement of customers' needs ahead of everything and anything else. Organization that put the customer first are commonly referred to as customer driven or customer focussed businesses. They are aligned towards serving their needs and measure customer satisfaction levels in order to determine the success of their business.

Perception

Perception: wherein this includes organizing, identifying, and interpretation of sensory information to represent and understand the presented information, or the environment.

It is a process by which a person selects, organizes and interprets stimuli into a meaningful picture of the world. It can be described as “how one sees the world around us”.

There are four stages of perception which occur during consumer information processing: sensation, attention, interpretation, and retention.

CUSTOMER PERCEPTION

It refers to individual's personal view or opinion of a business by evaluating their personal experience with the organization, which it provides them the service, brandings etc.

Customer experience is an important part of any organization and it is going to overtake the price and the product which are the major key differentiator. In coming day's customer's perception towards the brand of the organization and the quality of the service provided by the organization will be considered more important over the age old traditional competitive advantages like pricing, usability etc.

In today's digital world, virtually everything is a Google search away. This is the place where every person finds information of about everything and also which makes goods and services of an organization to be found much easier. Consumers want good quality and they also want to know that they are getting some good value to the amount which they have paid and also the value is also not just judged by the product or service. Customer perception is all about feeling and fact. From the first gesture to the last the company should be involved in this perception and can also contribute to it a positive way.

IMPROVE CUSTOMER PERCEPTION:

1) Look inward: The major hurdle any business as is to overcome on their way to improve the customer perception is themselves and also on their approach to customer success. First, it needs to understand its existing approach whether they are able to communicate or approach with customers.

2) Strike an emotional chord with the customers: The most effective way to maximize customer value is to move beyond the customer satisfaction and connect with customers in a emotional way. Actions and words matter a lot of weigh with the customers. It will bring a positive view and will build a strong bonds and promote a positive experience which will actively demonstrate a long-term interest and commitment. This requires the company to cultivate by going themselves beyond the surface and actively listen to the customer's requirements, needs and goals. The attention to detail can be achieved by these acronym which is provided by the communication expert Julian Treasure which is RASA:

- Receive
- Appreciate
- Summarize
- Ask

This process of extracting the forces of the organization to listen with intent and granting the customer to speak properly of their needs and issues. The more they reveal, the more opportunity is to get their intentions and ideas or requirements to effectively guide towards the outcome.

3) Lean on positive language: Positive language change the perspective and the understanding of possibilities. The positive expressions provided by the company or the customer is very important to understand the feelings which will lead to satisfaction.

4) Commit to consistency: To provide a positive customer experience from the start is an important aspect to any organization and it should be the same whenever the customer returns back. It should ensure they have to bring in the core operating values things like respect, integrity, and customer focus to serve as a framework for all the brand interactions.

ELEMENTS OF PERCEPTION

The stimulation that comes to the organs through any written messages, actions, communication, taste, touch, etc. It starts with the awareness of the stimuli. Stimulus recognition only takes place after paying attention to all of them.

Following are the elements of perception:

Stimuli: Sensation is the immediate and the direct response provided by the sensory organs to stimuli. The family, social, and the economic environment are the important stimuli for the people. The intensive and the extensive forms of stimuli have great impact on the sensory organs.

Attention: This stimuli involves giving attention purely on the people's selection capacity and the intensity of stimuli. An organization should be aware of all the factors which the customers appeal to the maximum level.

Recognition: The incoming stimuli or messages are recognised they are transmitted as a behaviour. Perception is a two phase activity that includes receiving and transmitting stimuli

into action. First the customer understands and recognizes the stimuli and translates the message into behaviour.

Translation: The organization has to consider the different ways or methods of translating the message into message into action. The organization should assist in such a way that they should translate the stimuli into action.

Behaviour: This is a cognitive process wherein it is a response to change in sensory inputs that is stimuli. Perceptual behaviour is not influenced by reality but it is a process of learning and personality of the various internal and external factors.

Performance: When a proper behaviour is performed, it leads to a higher performance. High performance of that behaviour becomes a source of stimuli and motivation to the customers.

Satisfaction: High performance gives more satisfaction to the customer. The satisfaction level is calculated with the difference in the performance and that of the expectation. If the performance provided by the business is more than the expectation, customers are happy or delighted, but when that performance is equal to expectation that results in satisfaction.

CUSTOMER PERCEPTION SURVEYS: This is a method wherein the organization can learn from customers how they experience and perceive a product. This will provide the insights into current satisfaction of the customers and will also precisely indicate the potential for improvement and will help in providing ways to increase it.

According to Byron McCann this deals with majorly three aspects which are behaviour, perception, experience combination. This will help in understanding the behaviour, experience and the perception of the customer and will help the firm to understand in real time what customers think and experience and do.

Behaviour + Perception + Experience = the whole picture

Customer perception surveys help the organization to take the views of how well they are performing by conducting these regular kinds of survey. This deals with standing in the customer's shoes and to provide the feedback is the way to understand that the organization is keeping up with the customer's expectations and our moving ahead of their competitors. There are many benefits of conducting these customer surveys:

- It provides with information that what customers want
- It provides with feedback on how the customer see the organization

- It helps in highlighting the areas of improvement
- This will show the customer that the organization cares about their opinions
- It helps to listen to the customers
- It also helps to keep abreast of competitors' strengths and weakness
- It also provides with a business plan so as to improve and meet the customer's demands and expectations based on objective evidence.

TECHNOLOGY

Technology is changing year by year. It is the set of collection of the skills, techniques, methods and processes used in the production of various goods and services. Technology is said to be the knowledge of techniques, processes which are embedded in the machines to allow for the operations at various businesses. Technology has caused businesses to run differently which has provided the success, and influenced the way consumers act to it. Information technology has fuelled the connectivity that is bringing the whole world as one big community from the smart phones to superfast data.

Due to the various technical improvements in the mobile field it makes us able to feel that world is in our fist. In this modernised world, everyone tends to looks for the technology that can make their job easy. With the help of the changing technology and advancement of it there are numerous opportunities to grow and earn large profits. Technology plays an important and a wider role in the expansion of the business.

ARTIFICIAL INTELLIGENCE TECHNOLOGY

Artificial intelligence is also called as the study of intelligent agents. It is any device that perceives its environment and takes actions that will maximize its chance of successfully achieving its goals. AI is changing the way we think of technology. It is radically changing the various aspects of day to day life. The market for the development of artificial technologies is flourishing. Through information provided by the customer about a product or any interests, the AI technology by comparing the history and the search history of the customers it recommends the customers on various products and categories. AI simplifies the shopping process and provides personalized experiences that would turn the shoppers into potential customers who will keep coming back for more. The shoppers or the customers aren't the only one who would be benefitted from this AI technology, the innovative

technology will contribute in increase in sales and better customer experiences that will improve the retail brand and the bottom line.

INFORMATION TECHNOLOGY IN RETAIL

The internet has been a huge factor in changing the business of the retailers in various ways. The greatest impact is the direct communication of line that the internet provides between retailers and consumers. The future of retail business requires retailers to embrace the latest advancements of technology that will enhance the customer experience.

With the increasing globalization the retail industry has also developed both in terms of their point of sale and their points of supply, the information technology has increased significantly. It involves in collecting and analysing the customer data while enhancing differentiation.

TECHNOLOGY CHANGES IN SHOPPING TRENDS

From customers visiting the stores with little to no knowledge and relying onto a salesperson to advise them on what to buy, the industry has evolved drastically with changing technology. Now-a- days the companies are trying to enhance the customer experiences wherein they are trying to increase the footfalls at brick and mortar stores. Most of the companies are trying to stretch their limits of what our handheld devices can do and trying to personalize the shopping experiences of the customers.

TECHNOLOGY CHANGES IN GROCERY SHOPPING

The grocery industry is changing everyday as shoppers are moving online, even the grocery stores and supermarkets are finding their ways to accept the changing technology. Various E-commerce companies are also delivering the groceries to the customers and they don't have to visit the stores for it. Many marts have introduced their own applications and website wherein customers can order from any part of the place, at any time and can pay and the products are delivered to the customer's location. Companies are using the data and analysing to make the shopping experiences of the customers a memorable one by various advancements in this sector as well. They are trying to improve the experiences at groceries stores by personalizing based on the customers history and through the artificial intelligence.

TECHNOLOGY INNOVATIONS IN RESTAURANTS

As every field of business is getting updated by the technology innovations, similar is the case with the restaurant industry. The restaurants are breaking new grounds to adapt the technology wherein the innovations include: Mobile ordering, mobile payments, iPad kiosks, iPad tabs, Table top menus, digital menu boards and smartphones etc. The restaurant technology that affected this industry is the kiosk adaptation. The restaurants think that kiosk has improved their restaurant's efficiency and people feel that kiosk at a restaurant has increased their ordering experience. Since customers have become accustomed to the technology that can be improved communications, increase efficiencies and reduce errors.

Various restaurants are relying on the technology to create a competitive advantage. To be economically sustainable technology must do something that will add value in the eye of the customer. Mobile ordering and mobile payment will become table stakes for various types of quick service and fast food restaurants and will undergo a digital transformation. From quick service to fine dining consumers will use technology to make their buying decisions. The various innovations noticed in the restaurants are:

KIOSK ORDERING SOLUTION

Restaurant kiosks are often small and it can be used by both customer and wait staff to order drinks and food, call for service and pay for bill. Kiosks helps increase customer satisfaction and safety and the resources at the restaurants. Cutting back on wait times also increase the innovations which allows restaurant owners to come up with the newest uses for kiosks. Through the adaptability of kiosk in restaurants, each customers has the ability to serve themselves on small tasks when the waiters are busy due to the huge crowd at the restaurants and it can also provide the wait staff more time to provide better service.

MOBILE ORDERING SOLUTION

This is the major trends that is observed in the restaurants these days wherein the restaurants are trying to bring restaurant dining and the ordering options to consumers who may use multiple digital channels. To keep up with the pace of innovations, restaurants are moving towards mobile ordering, delivery and payments innovations. Starbucks is one such example where it is moving ahead in full force when it comes to technology enhancements.

TABLE TOP DIGITAL ORDERING MENU SOLUTIONS

After the customers are seated, the customers are seated and they wait for the waiters to show up with menus. A tableside ordering system is a great way to let the customers know that this would provide a better experience. This also improves the accuracy of orders as it eliminates server errors while taking the orders and it also provides efficiency and speed of which it contributes to better customer experience.

PAGERS

A pager which is also known as beepers. It is a wireless telecommunication device that will display alphanumeric messages or receives and announces voice messages. With the pager system at restaurants the guest relations can be improved in the restaurants. A restaurant paging system is an effective, innovative and valuable tool for increasing customer experience and ultimately getting the customers back to the restaurants. There are various paging system that can be used according to the business purpose which enable the customer experience.

VIRTUAL WAITER

Technology is fuelling its growth by improving how things are run at the counter. Whether it's a quick service or fine dining restaurant they tend to provide a great experience to the customer. Many companies are trying to focus on improving the customer's experience. For a diner it will offer an efficient and quick dining experience to a consumer by automating the ordering process wherein it reduces the waiting time and errors and offers relevant offers to the customers based on machine learning. The Virtual waiter for a restaurant is to upsell by managing the orders and marketing offers. It is designed so that both pick up and take out orders can be placed by the customers and can be paid online which will make the process of finding, selecting, ordering and paying for a food will course down smoothly.

2.2 LITERATURE REVIEW

Craig Lee, Shruthi R Sardeshmukhi & Rob Hallakhh, (June 2016) “A study of innovation in the restaurant industry” According to this researchers the innovation, entrepreneurship and the hospitality, it examines the sources of information and barriers to innovation facing restaurants or cafes businesses. The data was collected in this study through semi-structured interviews with 18 owners of small, independently owned restaurants. From this various innovations in the protection of the employees to change and the difficulties in marketing and promoting newly implemented innovations were reported to be the significant barriers.

Mathew L.Meuter, Amy L.Osstrom, Mary Jo Bitnner (2003) “The influence of technology anxiety on consumer use and experience with self-service technologies” The paper involves various explosion of new technologies is revolutionizing the retail environment. It is internally and externally improving the operations, increase efficiencies and provide functional benefits to customers. In this research, they have explored patterns and the benefits of using self-service technologies and also have assess the influence of individual characteristics, specially technology anxiety and particular demographics based on SST usage patterns and satisfaction level. The findings indicated with higher technology anxiety levels and use fewer self-service technologies and TA is better more consistent of self-service technologies usage than are demographic variables.

Shih Chih Chenn, Mei-Fangg Chen (2000) “Determinants of satisfaction and continuance intention towards self-service technologies” This research finds the customer satisfaction significantly influences the continuance intention, while the perceived usefulness, perceived ease of use, and perceived behavioural control simultaneously influence satisfaction. New communication media like email, internet infrastructure, web service have become popularized in the customer role. The service space is a virtual environment where transactions take place through virtual channels and it no longer requires the physical presence between customers and the service providers.

Jiun –Shengg Chris Linn , Pei-ling Hsieeh (2006) “The role of technology readiness in customer’s perception and adoption of self-service technologies” This study attempts at explaining the role of technology readiness in customer and self-service technologies usage. Technology readiness should be given an increased attention by firms implementing self-service technology to improve customer perception and adoption of self-service technologies.

This also aims at examining how the technology readiness which will influence customer's perception and adoption of the self-service technologies through development of a model to explore the relationship among technology readiness, perceived service quality, satisfaction and behavioural intention towards self-service technologies.

Shuu-Hsun, Ying-Yin Ko,(2008) “ Effects of self-service technology on customer value and customer readiness, This paper deals with investigating whether self-service technology can enhance customer value and customer readiness. It also proposes to inspect the effects of customer value and customer readiness in customers continued use of the technology. An online survey was conducted for the study. Self-service technologies characteristics that is the usefulness, costs saved and self-control demonstrated positive effects on customer value and customer readiness.

Cheng Wang, Jennifer Harris, Paul G Petterson,(2012) “ Customer choice of self-service technology: the roles of situational influences and past experience” This paper goes beyond Self-service attitudes/intention factors on a customer's actual self-service technology behaviour. It also aims at examining the impact of local product and product norm experience on self-service technology attitudes and behaviour. This includes the factors that affect a customer's choice, better strategies can be developed to manage and coordinate multiple service delivery options. The findings have highlighted the various factors and the importance of the failure and the recovery of the self-service technologies.

Laurence F.Cunningham, Clifford E.Young, James Gerlach,(2009) “ A comparison of consumer views of traditional services and the self-service technologies” This report deals with the service classification for self-service technologies and directly compare the consumer based perceptions of traditional service and self-service technologies on service classification criteria. The classification of conventional services were represented by two dimensions of customization and standardization and separability and the inseparability. This research also extends at the customers based classification including the self-service technologies.

Kevin Elliott, Gloria Meng & Mark Hall (2012) “The influence of technology readiness on the evaluation of self-service technology attributes and resulting attitude towards technology usage” In this study it reveals that most of the retailers are increasingly utilizing self-service technologies in the delivery of services to their consumers. This research confirms the findings that the self-service technologies attributes have a great influence on

customer's attitude towards the using of self-service technologies. Implications are being provided to help the retailers manage the consumer's perception and the various expectations related to the use of the self-service technologies.

Arun Kumar Kaushikh, Zillur Rahman, (2015), "An alternative model of self-service retail technology adoption". In this study aims at examining and also the use on the basic technology acceptance by analysing the impact. It calls. Trust and emotional building happen at the discussion of the interpretations.

Kittipong sophontand hary tessa, (2000) "The technology readiness an propensity os cell phone are used to by the other industry." Communication is widely developing in the technology .The use of messaging service as a marketing channel has not been sufficiently explored in the market. The objective of the study is to examine the effect of technology readiness on mobile telephone users, identify the type of short messages in demand and identify the preferred time and frequency.

Robbert I. Roundtree, Mary Jo Bitner, (July 2000) "Self-service technologies: Understanding customer satisfaction with technology based service encounters" In this article the self-service technologies are changing the way customers interact with the organization. This focuses on the various interpersonal dynamics of service encounters wherein there is much to be learned about customer interactions with the today's technology based self-service options. In this research, the author describes the result of a various critical incident study based on 800 incidents involving self-service technologies taken from customers through a Web based survey. They have categorize these incidents to recognize the various sources of satisfaction and dissatisfaction with the self-service technologies.

Hossein Nezakati, Yen Lee Kuan , (2011, Singapore) "Factors influencing customers loyalty towards fast food restaurant" The fast food industry is on in an upward trend. The demand for fast food is now growing as it is convenience and it suits the busy lifestyle of the people. With the changing lifestyle of customers more educated people and affluent, people tend to eating out usually in fast food restaurants. The aim of the study is to examine the various factors of customers towards loyalty preferred for fast food restaurants. With this information they can strategize and formulate plan to develop and outdo the competitors.

Mathew L. Meuter, Marry jo Bitner, Amy L.Ostrom, April (2005) "Choosing among alternative service delivery modes: An investigation of customer trial of self-service technologies" In this research the author the describes about the electronic commerce which

is an increasingly popular business with a wide range of tools available. An application that is becoming more widely used whereas the kiosks, automated hotel check outs, online investment trading, whereby customers produce assistance for themselves without the need to wait for the employees to assist them, The author also shows that the consumer readiness variables of role clarity, motivation are the key mediators between established adoption constructions.

Verronica Liljander, Filippa Gillberg, Johanna gummerus,Allard van Riel, (2006) “Technology readiness and the evaluation and the adoption of self-service technologies”, In this research the author describes that the companies are struggling to persuade their customers to adopt new self-service technologies and it has become important to understand the various factors affecting customer’s attitude towards these self-service technologies and their behaviour towards adoption. Technology readiness (TR) that is the customer’s mental readiness to accept new technologies has been proposed as a factor. This comprises of four major dimensions which includes innovativeness, optimism, discomfort, and insecurity.

Jungsun Kim, Natasha Christodoulidou, Yunjeong Chhoo, (2013) “Factors influencing customer acceptance of kiosks at quick service restaurants”, The researcher tries to explore the impact of customer’s previous experience and their likelihood of using kiosk at quick service restaurants. A mediating role of customer readiness which includes the ability, clarity of the role and the extrinsic and the intrinsic motivation that takes place with the customer’s previous experience and the using of the kiosks at the store.

Sheryl E.Kimes, August (2008) “The role of technology in restaurant revenue management” Technology systems can support the restaurant managers in all possible ways making the work flow easier and faster to cope with. It improves the sales and the profit through the adoption of technology in the revenue management. It can subdivide a meal into its component sections wherein a manager can determine which system to apply at a certain stage for the purpose of the benefits of making the work easier.

CihanCobanoglu, Wan Yang, Anurag Agarwal, February (2015) “An examination of consumer acceptance of mobile payment technology in restaurant industry”, In this research it demonstrates the emerging payment method, mobile technology. It is considered to be a secure and an effective substitute of the traditional debit/credit card payment methods. Although in most of the reports and the scholars have claimed that mobile payment technology would become a major future payment method.. The result suggested that

compatibility with the lifestyle was the strongest consumer's intention to adopt the mobile payment technology in restaurants.

Aristeidiss Theotokis, Pavvlos Vlachos, Katerina Pramataris. August (2008) "The moderating role of customer technology contact on attitude towards technology based services" The research describes the appearances of new technologies such as radio frequency identification (RFID), mobile computing, GPS tracking and smart cards provide great opportunity to offer innovative customer services. The retail services employing the technology are referred to as technology based service in the literature or self-service technologies. It is widely accepted that due to the introduction of the technology in services it has altered the way customers interacting with information and the service provider. Researches have studied to explore the customer attitude and the adoption of technology based services.

Yang, Jie August (2013) "Customer's Preference for restaurant technologies and choosing methods" According to the author the technologies in the restaurant industry are changing. The purpose of this includes understanding the various preferences towards restaurant technologies and the factors that are affecting customer's methods of choosing the restaurants. The results indicate that the age are the most important influencing factors customer prefer towards choosing the restaurant. This implies that the restaurant operators should analyse the customer profile and make technology selection and their website presence.

Suzanne C Makarem, (2009) "Satisfaction in technology enabled service encounters", This paper fills the gap that exist in the service literature with a specific focus on valuing human interaction in technology enabled service encounters. This shows the importance of keeping certain aspects of the human touch in customer encounter. Even for tech savvy customer's human touch is an important factor for the customer satisfaction and the behavioural intentions. This study involves the satisfaction of the customers towards the technology in the various service industry which would provide them with the major factors that are considered by the customers.

CHAPTER-3

RESEARCH DESIGN

3.1 Topic for the research study

A study on Customer Perception of Technology Innovations in Restaurants at Prioriti Pte.Ltd

3.2 Need for the study

The need for the study is to determine the various factors that are perceived by the customer towards the changing technology in the restaurants. This study gives us the purpose to explore and to understand the need and the familiarity of the customer towards the changing technology innovativeness adapted in the restaurants. This would provide the insights that can be included in the deployment of “Virtual Waiter” at the restaurants.

3.3 Objective of the study

The objective of the study includes:

- i) To identify the factors that are perceived by the customers while choosing restaurants.
- ii) To identify the customers familiarity with the various technology innovations in the restaurants.
- iii) To study the customers adaptability of the technology innovations in the restaurants.
- iv) To study the responses of the customers towards the new feature, Virtual Waiter at restaurants that would perform the activities like a Waiter.

3.4 Scope of the study

The study is to determine the various factors customers perceive while choosing restaurant across Bangalore city. The study helps to analyse and explore the various factors that customer consider and their familiarity with the technology innovations at restaurants. Findings will enable to understand the recent scenario of customers towards the changing innovations in the restaurants and which will help us to identify the factors to be concentrated on to improve the overall experience of the customer. The conclusions have been suggested on various aspects which are yet to be explored and implemented and these are yet to be tapped which if focussed by the emerging restaurant based emerging start-ups, it will

understand the perception of the customer in advance and suggest various restaurants based on to improve the customer's preferences towards the changing innovations at restaurants. This would provide insights for the deployment of the Virtual waiter at restaurants. Virtual waiter will be designed in a manner wherein it will facilitate interactions between restaurants and customers.

3.5 Research Methodology

Research methodology is a very important methodology for the information collection. It includes It is a logical and a systematic plan for a research study to be directed. It is the plan, structure and strategy of investigations conceived so that the research questions can be answered and which will constitute the blue print of collection, analysis of data Every research study should be well planned to avoid any errors or waste of the efforts but still able to obtain valid responses. It is very important that we get the appropriate amount of responses in order to get the results properly. The study was done in various restaurants of the Bangalore city. The data was collected by a questionnaire and also through google forms with closed ended questions. On different days 107 randomly selected customers in Bangalore city. The questions were designed to capture the customer perception towards the innovativeness in the restaurants and after the data was collected a percentage analysis and Chi-square test was made in order to have clarity on the results obtained. Research design differs depending on the research purpose of the researcher. This study involves:

DESCRIPTIVE STUDY: It involves research which describes something usually market characteristics or functions. It can describe the characteristics of a group such as customers, organization, markets etc. It provides association between variables.

In this project work, the study involved is descriptive study wherein, it aims at identifying the factors or the characteristics that are responsible for the various activities which will provide with insights for deploying the new product into the field which can be analysed or can obtain possible alternative solutions.

Sampling plans or Procedure

Sampling is one of the important step of marketing research and analysis. This involves collecting, analysis and interpreting the market data and it involves the study in consideration details of even the small numbers of information taken from large groups.

SAMPLE DESIGN: Sample design is an integral parts of the total research design. The research survey's success rest largely on the quality of sampling and great care should be given at every stage.

SAMPLE PROCEDURE: Sampling involves the use of a definite procedure or method in the process of selection of the sample. It depends of the selection of well-selected sample may provide fair and accurate characteristic and population. This study involves the sampling of:

a) **Non-Probability Sampling:** In this type of sampling, items for the sample are selected based on researcher's choice. The main sample that is used is Convenience sampling.

In this project work, sampling method used is non-probability sampling which is convenience sampling. A sample size of 107 various respondents were selected for the study from across Bangalore.

Data Collection

i) **PRIMARY DATA:** This data is the information that are collected through enquiry. The techniques of collecting primary data used for the study were by gathering information from the respondents. It involves data which is directly obtained through interview.

The primary data was collected through online questionnaire, for this study.

ii) **SECONDARY DATA:** This is the data which is collected through various sources and used in addition to primary data. This data is easy available more easily available than primary data. On this study both primary and secondary data are taken to set accurate information.

In this study we have included primary and secondary data to increase the accuracy of the result and to provide accuracy in the analysis of the data. The primary data involved collection of information through questionnaire as a tool and interviewing the interviewer.

Secondary data was obtained through company published literature and booklets.

DATA COLLECTION TOOL: An online questionnaire containing a set questions was given to respondents for their responses. Data was collected using Questionnaires circulated and administered personally to all respondents and using online google forms. A total of 107 respondent's responses were acquired out of which 20 were administered personally through

questionnaire from various restaurants and 87 responses were administered through google forms.

3.6 Hypothesis Framework

Hypothesis developed in the study has been selected based on the study that would provide with some insights mentioned to describe the various factors that are perceived by the customers towards the changing innovations technology in restaurants.

H₀ – There is no association between the customer’s age and the familiarity towards the innovations in technology at restaurants.

H₁- There is an association between the customer’s age and the familiarity towards the innovations in technology at restaurants.

The test used in this study is Chi-Square test. It is a statistical method which will assess the goodness of fit between a set of observed values and a set of theoretical values. It is a method wherein it evaluates if the two categorical values are related in any way.

3.7 Limitations of Study

- 1) The study was confined to Bangalore city only which may not represent the entire population of the city.
- 2) The data collected about the perception by customers may not represent the real picture as the survey was confined to 107 respondents only in each of the participating restaurants. This provided a clustered sample.
- 3) The results of this study are being determined by a convenience sample of respondents at various restaurants in the city.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

4.1 Preparation of tabulation and analysis

The preparation of tabulation and analysis of the raw data obtained includes various steps:

- Preparation of the raw data including editing of the data and coding the data.
- Tabulation of the data obtained for analysis.
- Determining whether significant differences exist with the help of simple statistical tools like average, percentage and correlation.
- Anticipating recommendations based on the data obtained.

EDITING AND CODING

Editing is the step wherein the researcher tries to eliminate the errors or part of uncertain obtained in the raw data. Coding is the step wherein it will help in providing quicker and easier result which can be obtained to analyse.

TABULATION OF THE DATA

When the raw data has been completely prepared, only then the tabulation of the data can be plotted. The researcher should first prepare a plan wherein specifying which responses or the data to be tabulated and whether each of the data obtained as to be tabulated separately or in combination.

The researcher must organize the data accordingly and summarize the findings wherein it should be compatible with the study's objective with the list of needed information established.

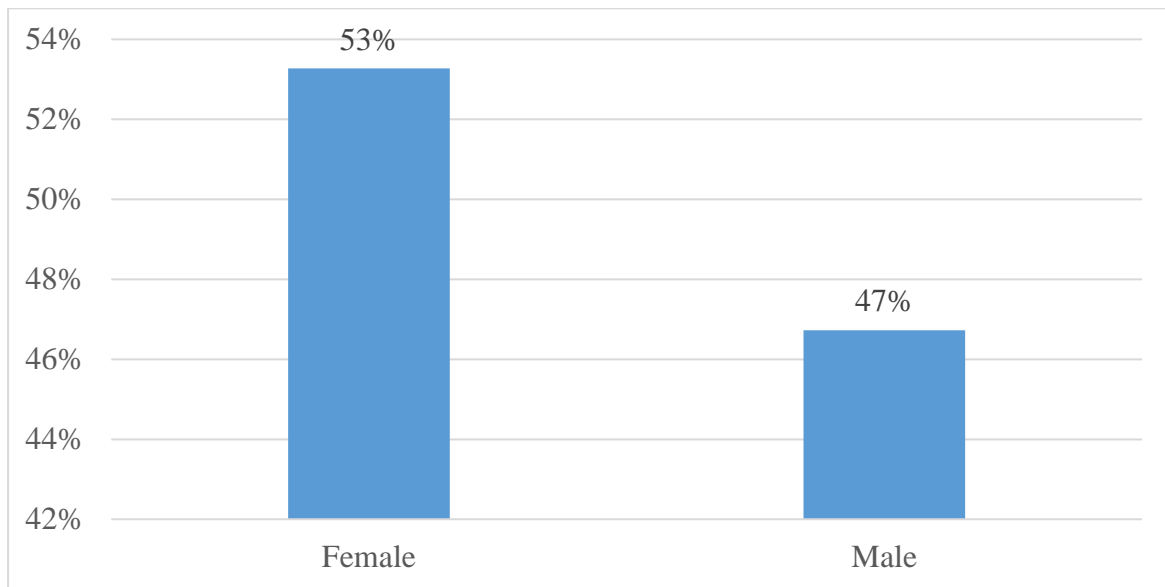
ANALYSIS AND TABULATION

All the questions were tabulated on the basis of each responses obtained. Each question was tabulated with each of the various factors that has to be analysed and the responses were presented in the form of various charts like bar graph, pie charts etc. The analysis includes the responses obtained according to the preferences of the respondents.

Table 4.1 Table showing Gender respondents

Gender	Responses	Percentile
Female	57	53%
Male	50	47%
Grand Total	107	100%

Figure 4.1 Chart showing the Gender respondents



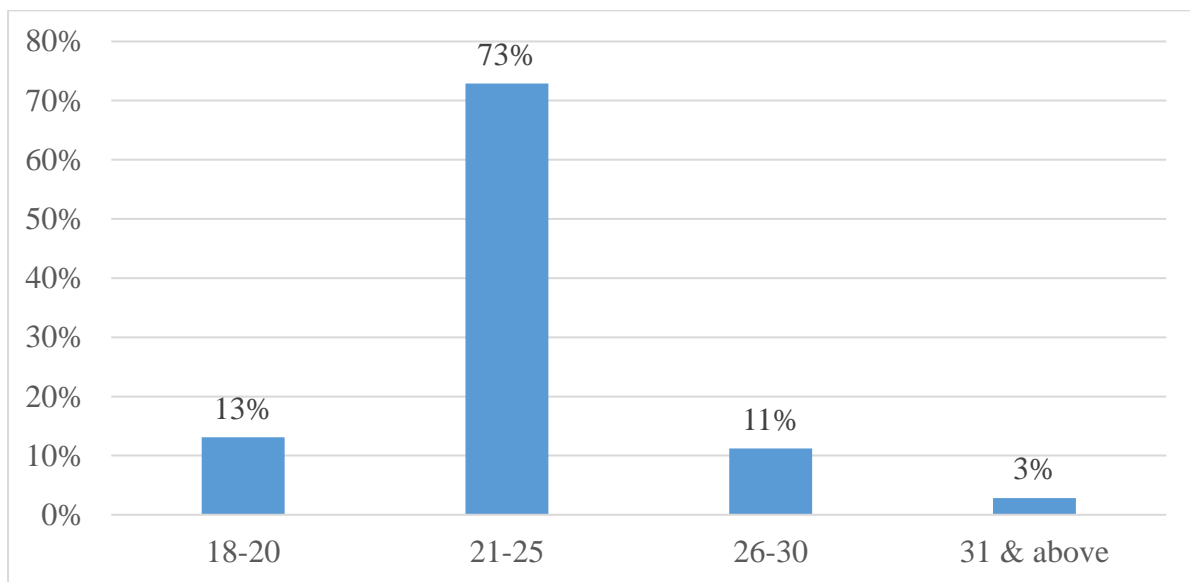
Analysis: Out of 100 respondents 53% of the responses received are females and 47% are males.

Data Interpretation: From the above data it is seen that female respondents are actively participated in the survey, since I've collected from my personal connections to obtain the result.

Table 4.2 Table showing the Age of the respondents

Age	Responses	Percentile
18-20	14	13%
21-25	78	73%
26-30	12	11%
31 & above	3	3%
Grand Total	107	100%

Figure 4.2 Chart showing the Age of the respondents



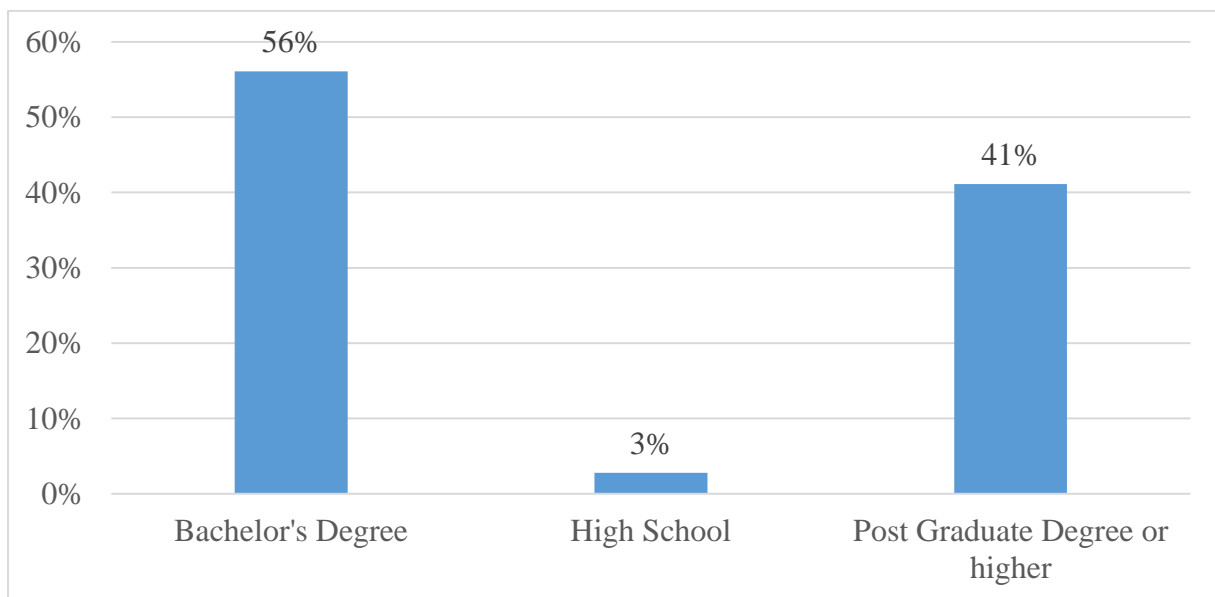
Analysis: : From this data obtained, it is observed that the 11% of the respondents are 18-20 years old, while 74% of the respondents are 21-25 years old and 12% respondents are 26-30 years old and only 3% respondents are in the category of 31 & above.

Interpretation: It is observed that the respondents were aged 21-25 years because the data was collected on convenience based and most of them fall under this category of age who are either working or studying.

Table 4.3 Table showing the Education or the qualifications of the respondents

Education	Responses	Percentile
Bachelor's Degree	60	56%
High School	3	3%
Post Graduate Degree or higher	44	41%
Grand Total	107	100%

Figure 4.3 Chart showing the Education of the respondents



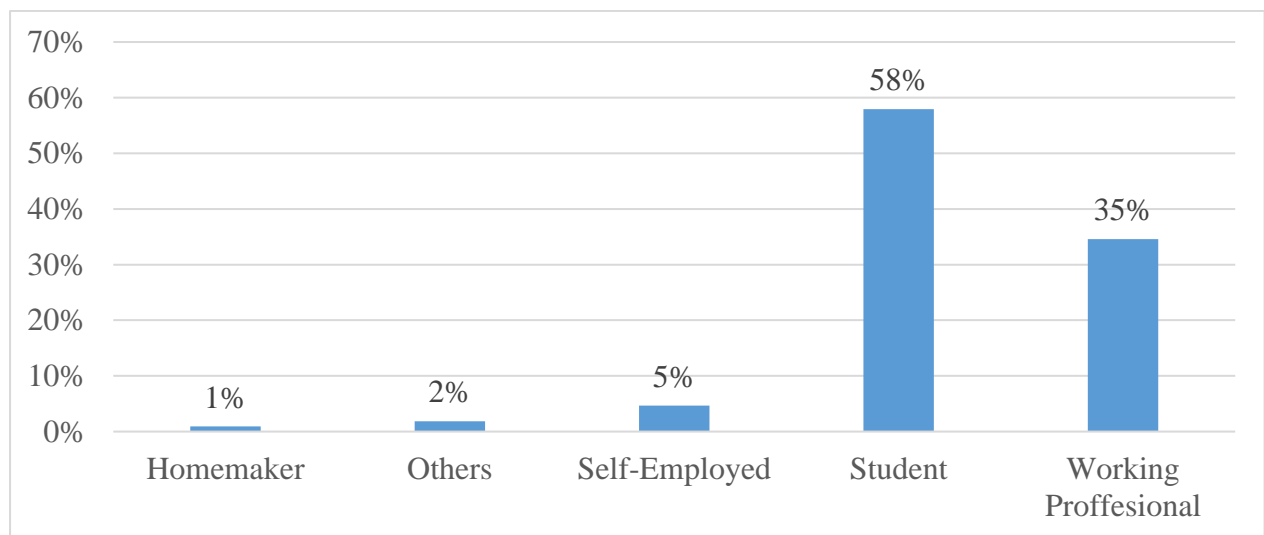
Analysis: 56% respondents are qualified with a Bachelor’s degree and 43% respondents are qualified with Post graduate degree and the least respondents were qualified with 1%.

Interpretation: From this we can interpret that most of the respondents were qualified with a Bachelor’s degree and the least were qualified with high school degree. This is the major education possessed by the most of the respondents since it is the basic necessity to be qualified.

Table 4.4 Table showing the Occupation of the respondents

Occupation	Responses	Percentile
Homemaker	1	1%
Others	2	2%
Self-Employed	5	5%
Student	62	58%
Working Professional	37	35%
Grand Total	107	100%

Figure 4.4 Chart showing the occupation of the respondents



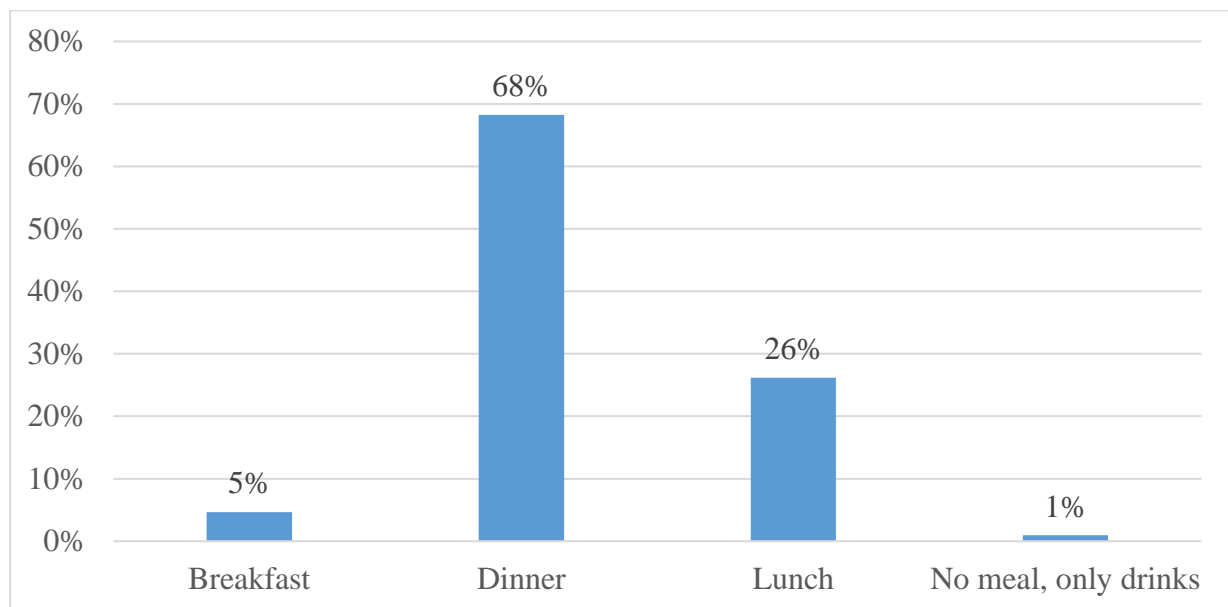
Analysis: From the responses, it shows that 56% respondents are students, 36% are working professionals while 5% are self-employed whereas 2% have others as their occupation and 1% being homemakers.

Interpretation: Since the data collected was based on convenience, most of the respondents were students who are still pursuing their studies and there were less only few homemakers who provided the responses for the survey.

Table 4.5 Table showing the meal preferred by the respondents at restaurants.

Meals	Responses	Percentile
Breakfast	5	5%
Dinner	73	68%
Lunch	28	26%
No meal, only drinks	1	1%
Grand Total	107	100%

Figure 4.5 Chart showing the meals preferred by the respondents at the restaurants



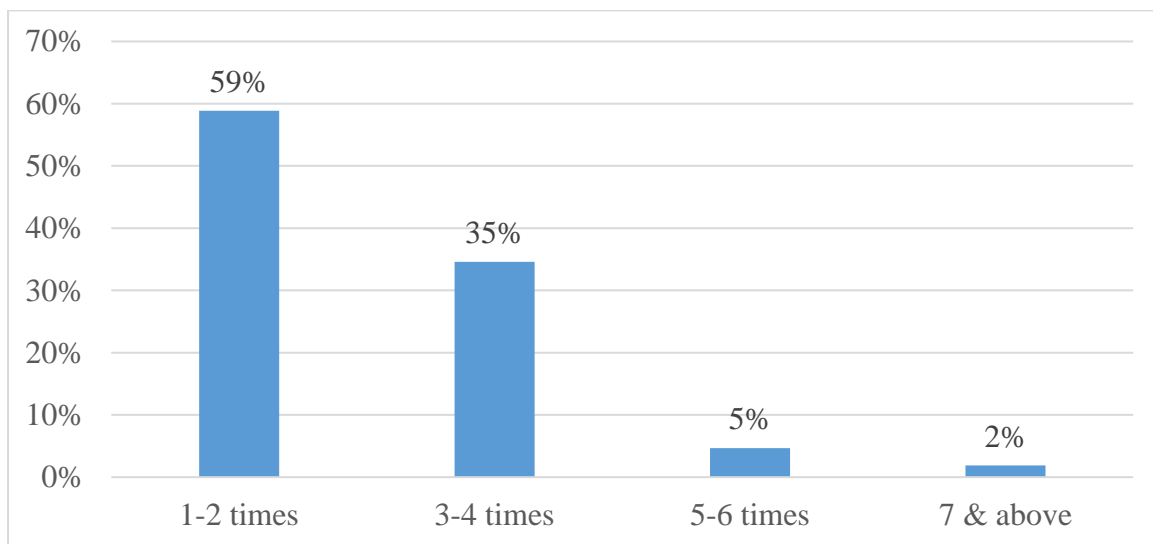
Analysis: The responses provided by the respondent's shows that 68% of the respondents prefer having dinner at restaurants while 27% prefer having lunch at restaurants and 4% of the respondents prefer having breakfast at restaurants and only 1% prefer having drinks and no meal at the restaurants.

Interpretation: This shows that most of the people prefer having dinner at restaurants and followed by lunch and negligible people prefer only drinks and do not have meal. This can be because during the day the respondents are held up with their daily work and other activities and evening is the only time were they usually go out for dinner either for casual dining or with their friends.

Table 4.6 Table shows number of times respondents visit a restaurant in a week.

Number of times	Responses	Percentile
1-2 times	63	59%
3-4 times	37	35%
5-6 times	5	5%
7 & above	2	2%
Grand Total	107	100%

Figure 4.6 Chart showing number of times respondents visit a restaurant in a week.



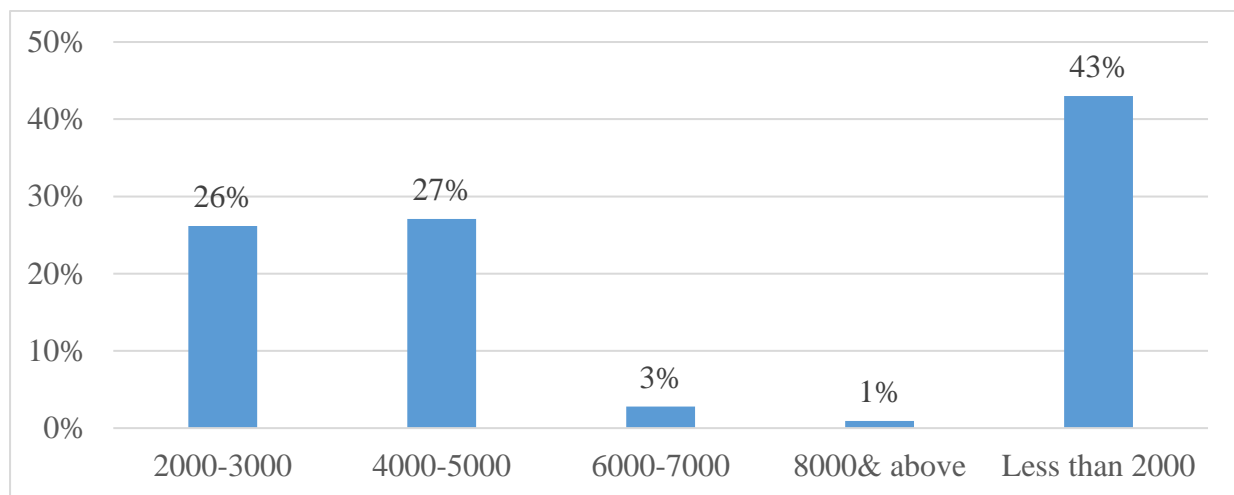
Analysis: From the responses obtained, the data reveals that 59% of the respondents visit 1-2 times to the restaurants in a week, 35% of the respondents visit 3-4 times to a restaurant in a week and 5% of the respondents visit 5-6 times to a restaurants and 1% of them visit at least 7 & above times to a restaurants.

Interpretation: This reveals that majority of the respondents visit a restaurants at least 1-2 times in a week and there are respondents who also visit 7 times and above only few times in a week. This can also be because they often have budget constraints and sometimes also go out with family once a while.

Table 4.7 Table shows the amount spent for dining out every month

Amount spent	Responses	Percentile
2000-3000	28	26%
4000-5000	29	27%
6000-7000	3	3%
8000& above	1	1%
Less than 2000	46	43%
Grand Total	107	100%

Figure 4.7 Chart shows the amount spent for dining out every month.



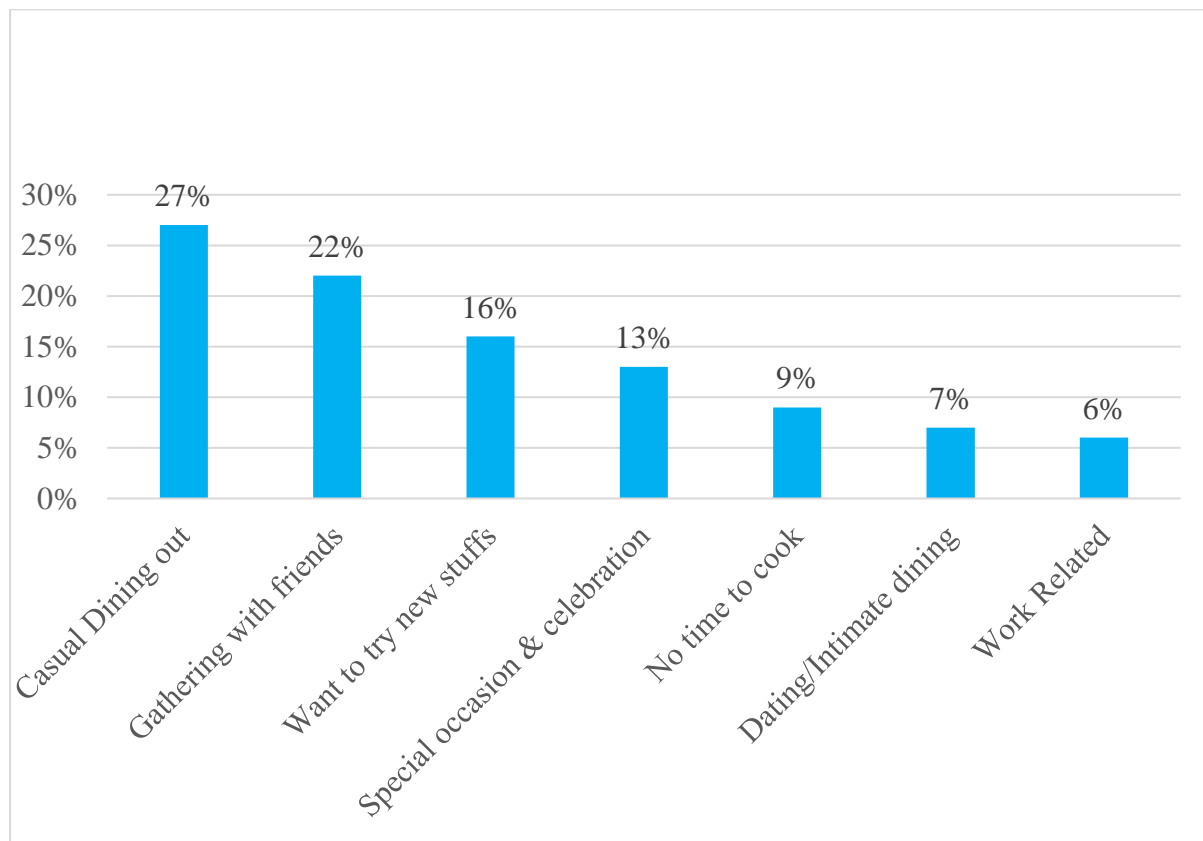
Analysis: It shows that 42% of the respondents on an average every month spend less than 2000 rupees for dining out, and 27% of them spend 2000-3000 rupees and other 27% spend an average of 4000-5000 every month on dining out. While 3% of the respondents spend 6000-7000 rupees and 1% of the respondents spend 8000 & above rupees on dining out at restaurants every month.

Interpretation: This reveals an idea that the respondents are willing to spend minimum of 2000 rupees on dining at restaurants and are willing to spend on food every month and this can be because of budget constraints and since most of the respondents were either students or working professionals they need to spend accordingly.

Table 4.8 Table shows the occasion of respondents for dining out at restaurants.

Occasion	Response	Percentile
Gathering with friends or family	66	27%
Casual dining out	52	21%
Want to try new stuffs	40	17%
Special occasion & celebration (birthday)	33	14%
No time to cook	22	9%
Dating/Intimate dining	16	7%
Work related(Business)	13	5%
Grand Total	242	100%

Figure 4.8 Chart shows the occasion for dining out at restaurants.



Analysis: Through the data obtained it seems 27% respondents visit restaurants for the occasion of gathering with friends and family, while 22% respondents visit restaurants for

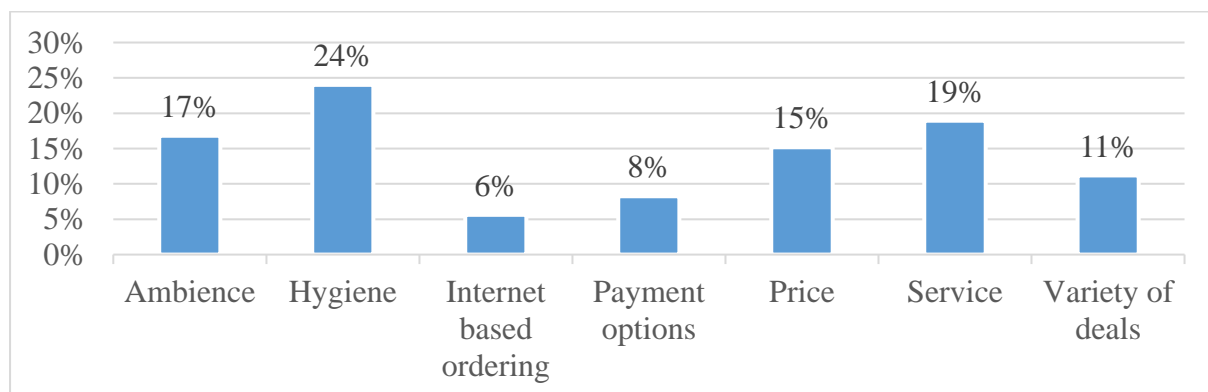
casual dining out and 16% visit because they want to try new stuffs at the restaurants and 6% also visit the restaurants for work related events.

Interpretation: It is interpreted from the information that respondents usually visit restaurants for casual dining out and also visit the restaurants when they gather with their friends and families. People also visit restaurants for work related business for meetings etc. which is conducted at restaurants. This can be because of the respondent’s various reasons of spending some quality time with their friends and family and also because of the various other related reasons of trying new stuffs.

Table 4.9 Table shows the factors considered before visiting a restaurant

Factors Considered	Responses	Percentile
Ambience	69	17%
Hygiene	97	24%
Internet based ordering	21	6%
Payment options	31	8%
Price	63	15%
Service	75	19%
Variety of deals	45	11%
Grand Total	401	100%

Figure4.9 Chart showing the factors considered before visiting a restaurant



Analysis: From the data obtained it shows the factors that are considered before visiting a particular restaurants by the respondents. The major factor wherein 24% of the responses considered by the respondents is the hygiene of the restaurant and 19% of the respondents

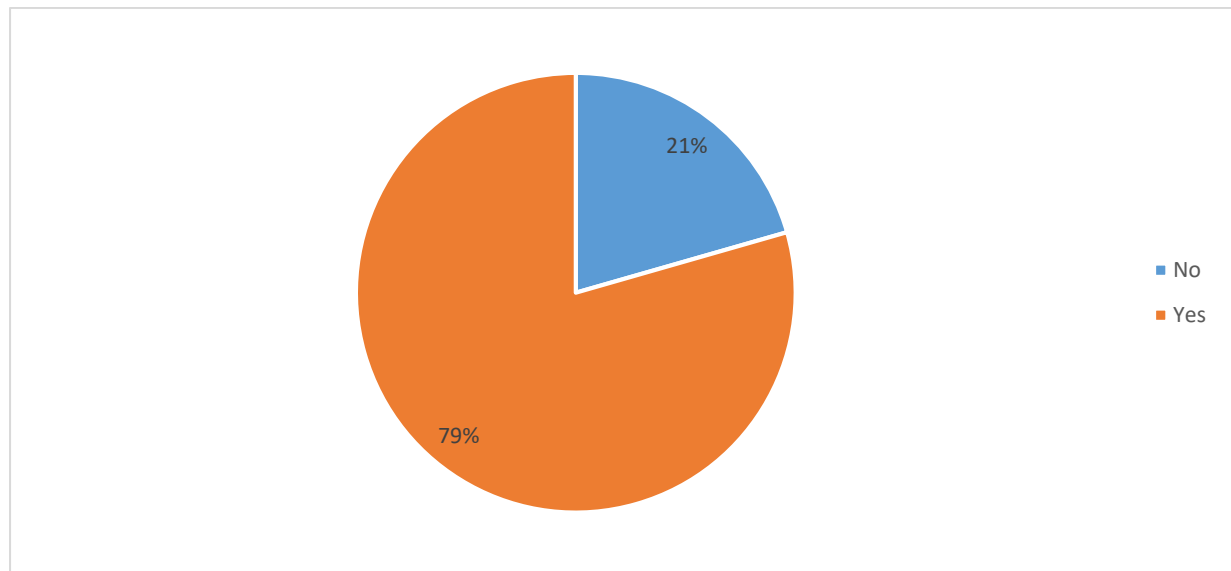
consider that the Service is also one of the factor perceived by the customers for visiting a restaurant while 17% being for the Ambience at the restaurants.

Interpretation: The major factor considered by the respondents is the hygiene factor before visiting the restaurant because they are more concerned of the hygiene aspect of the place and the way the food is made in a clean environment which will provide them a good experience and the next factor considered by them is the ambience factor by the respondents.

Table 4.10 Table shows the innovations in technology at restaurants observed by customers.

Technology innovations at restaurants observed by customer	Responses	Percentile
No	22	21%
Yes	85	79%
Grand Total	107	100%

Figure 4.10 Chart shows the innovations in technology at restaurants observed by customers.



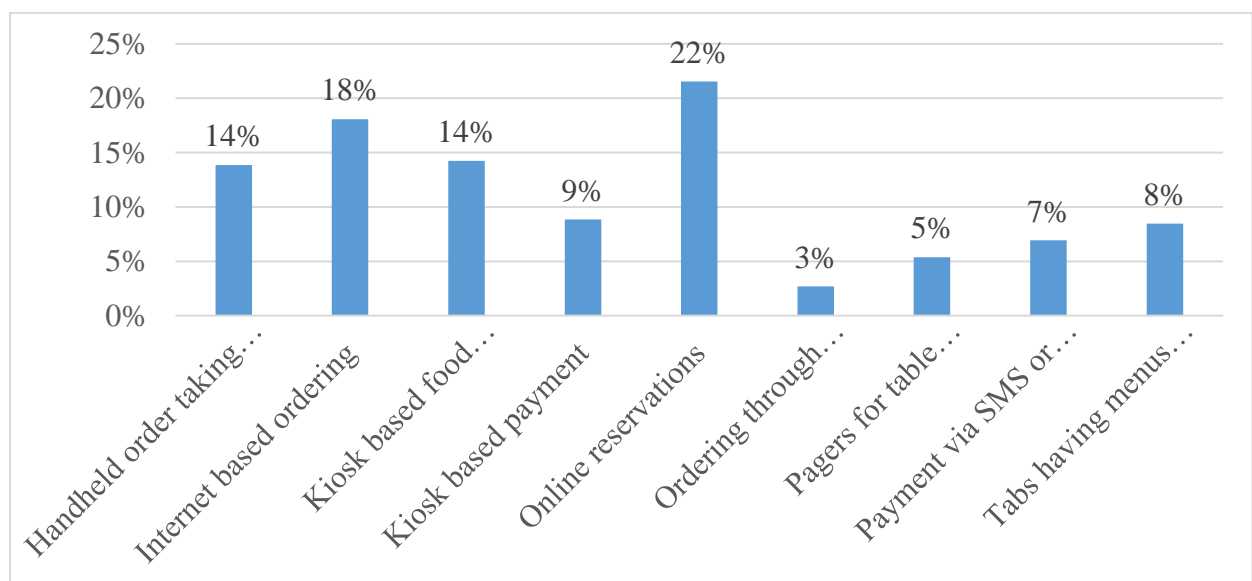
Analysis: From the above data, this can be interpreted that the 81% of the respondents observe the innovations in technology that are taking place at restaurants which makes their experience easier. While 19% of the respondents responded with No wherein they were just concerned with the food provided to them.

Interpretation: From the above data it can be said that innovations in technology at restaurants is observed by the customers. The changes in the technology are noticed by the customers wherein they also visit because of the innovations in the restaurants with changing time and which will also make their time and the experience a memorable one.

Table 4.11 Table shows the technology innovations customers have used at the restaurants.

Technology innovations used by customers	Responses	Percentile
Handheld order taking tabs	40	14%
Internet based ordering	48	18%
Kiosk based food ordering	40	14%
Kiosk based payment	27	9%
Online reservations	60	22%
Ordering through SMS at the restaurant	9	3%
Pagers for table management	15	5%
Payment via SMS or text message	20	7%
Tabs having menus with nutritional info.	21	8%
Grand Total	226	100%

Figure 4.11 Graph shows the technology innovations customers have used at the restaurants.



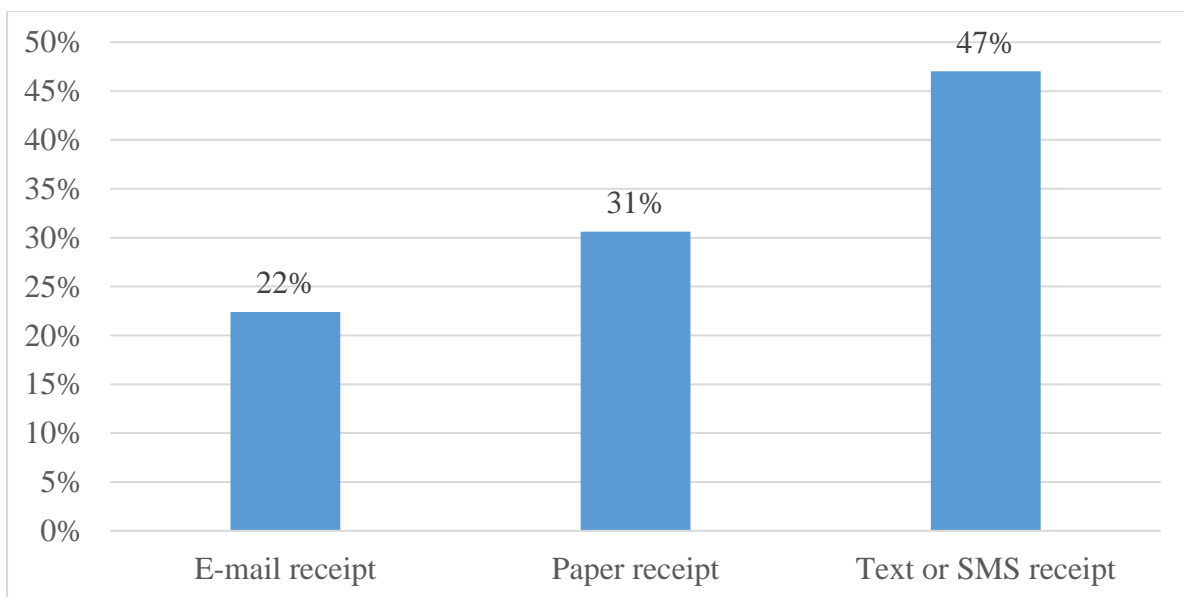
Analysis: From this data it is observed that the 22% of the respondents are familiar with the online reservations innovations that is provided by the restaurants.18% of the respondents have used internet based ordering of the food from the restaurants. While 14% of the respondents have used handheld order takings at the restaurants and 14% have used kiosk based technology innovations to order at the restaurants.

Data Interpretation: We can say that most of the respondents are familiar with using online reservations for reserving their seats at the restaurants wherein they can directly go out and sit at their tables and need not wait for long hours and also it makes the whole experience a good one. While even they are familiar with using internet based ordering food from the restaurants and can choose from many restaurants which are available in their radius.

Table 4.12 Table shows the respondents preference for receiving bills at the end of the service.

Preference of customer for receiving bills	Responses	Percentile
E-mail receipt	30	22%
Paper receipt	41	31%
Text or SMS receipt	63	47%
Grand Total	134	100%

Figure 4.12 shows the respondents preference for receiving bills at the end of the service.



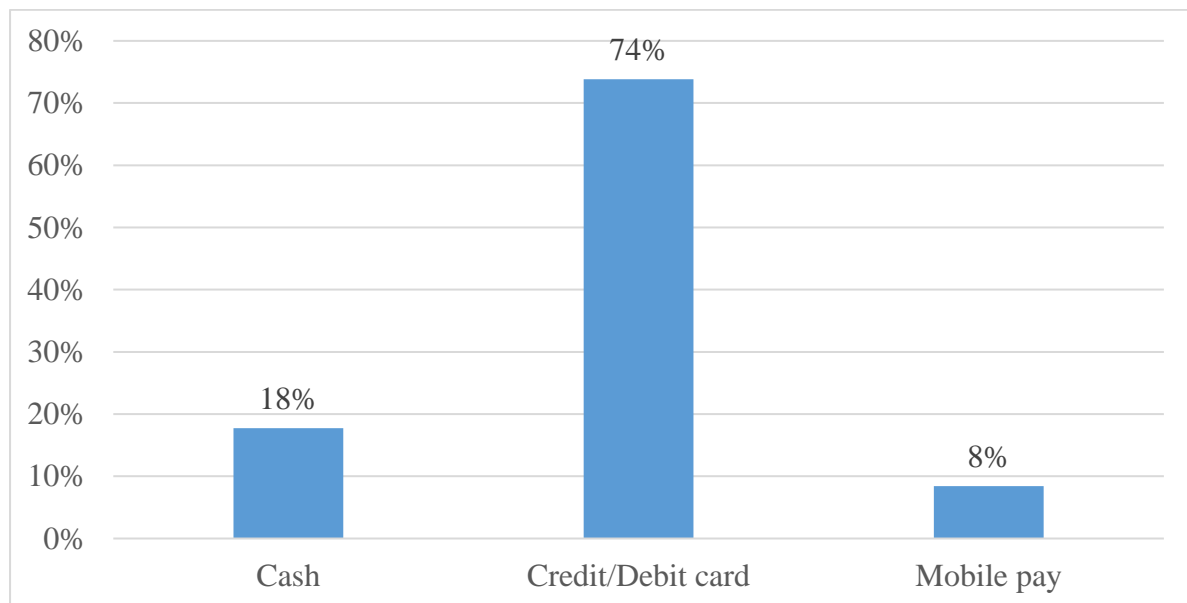
Analysis: From the above data it is observed that 47% prefer receiving bills through text or SMS receipts at the end of the service while 31% prefer receiving through paper bills and 22% prefer digital bills at the end of the service.

Interpretation: From the above analysis, it is interpreted that respondents would prefer SMS receipts which would be sent directly to the phones and that text can be saved for future reference and though few respondents prefer paper receipts at the end of service.

Table 4.13 Table shows the respondents method used for paying at the restaurants

Respondents method used for paying	Responses	Percentile
Cash	19	18%
Credit/Debit card	79	74%
Mobile pay	9	8%
Grand Total	107	100%

Figure 4.13 Chart shows the respondents method used for paying at the restaurants



Analysis: : In this data it is observed that 72% of the respondents method used for paying the bills is through Credit/Debit card while 19% of the respondents use cash for paying the bills at restaurants and only 9% of the respondents use cash for paying the bills at the restaurants.

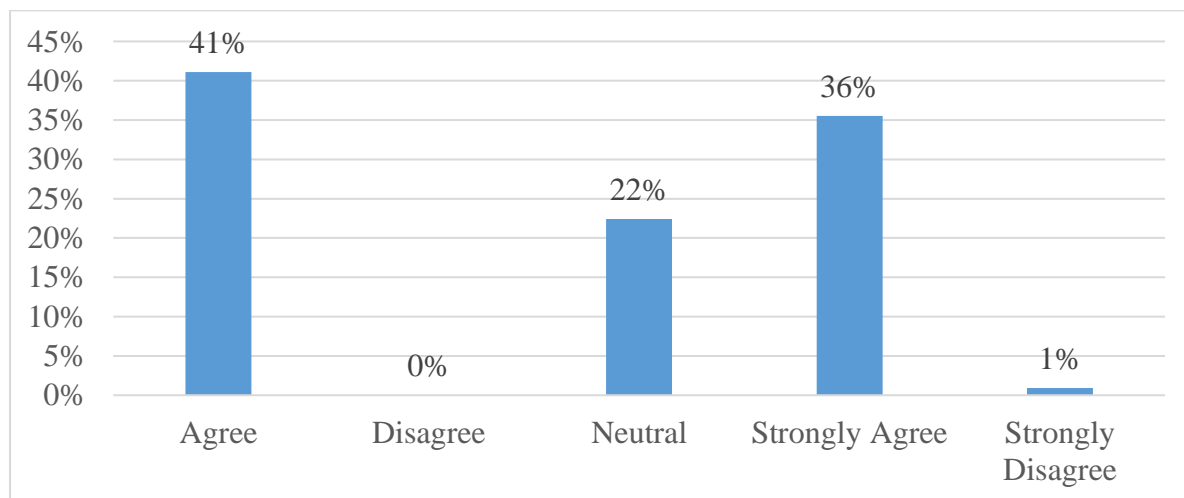
Interpretation: From the above analysis it can be interpreted that most of the respondents pay through their debit or credit card at the restaurants so that they can decide on to whether

to give tips to the waiters and they always carry along with them and few prefer mobile pay due to the various offers and discounts etc.

Table 4.14 (a) Table shows the respondents agreeability towards: Table top menus are more convenient at the restaurant.

Table top menus are more convenient at the restaurant	Responses	Percentile
Agree	44	41%
Disagree	0	0%
Neutral	24	22%
Strongly Agree	38	36%
Strongly Disagree	1	1%
Grand Total	107	100%

Figure 4.14 (a) Chart shows the respondents agreeability towards: Table top menus are more convenient at the restaurant.



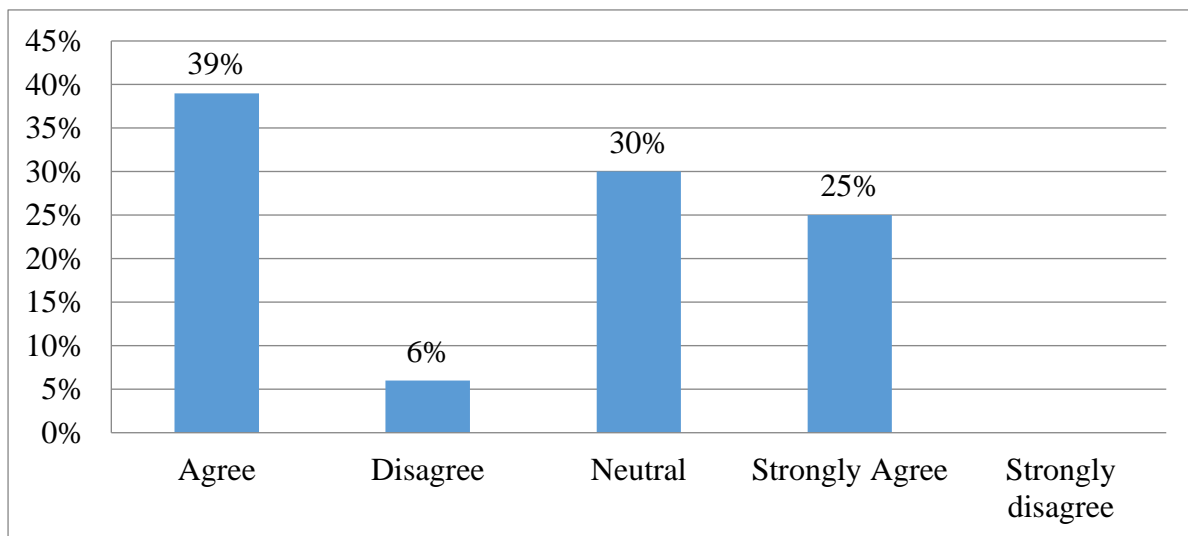
Analysis: From the above data it is observed that 41% of the respondents agree that the table top menus are more convenient at restaurants and 36% of the respondents strongly agreed that this system would be convenient at the restaurants while 22% of them provided a neutral response.

Interpretation: This can be interpreted that the respondents are agree that the table top menu would make the experience a better one wherein they don't have to interact with the staff and take their own time in deciding their food.

Table 4.14 (b) Table shows the respondent’s agreeability towards: Virtual menus at the restaurants.

Virtual Menus at the restaurant	Responses	Percentile
Agree	42	39%
Disagree	6	6%
Neutral	32	30%
Strongly Agree	27	25%
Strongly Disagree	0	0%
Grand total	107	100%

Table 4.14 (b) Graph shows the respondent’s agreeability towards: Virtual menus at the restaurants.



Analysis: Out of the 100 respondents 40% of them agree that the Virtual menus at the restaurants are also a factor perceived by them for visiting a restaurant and 29% of the respondents have a neutral response for having Virtual menus at the restaurants for their convenience of ordering food at the restaurants. While 26% of the respondents strongly agree with the availability of virtual menus at the restaurants for visiting a restaurant.

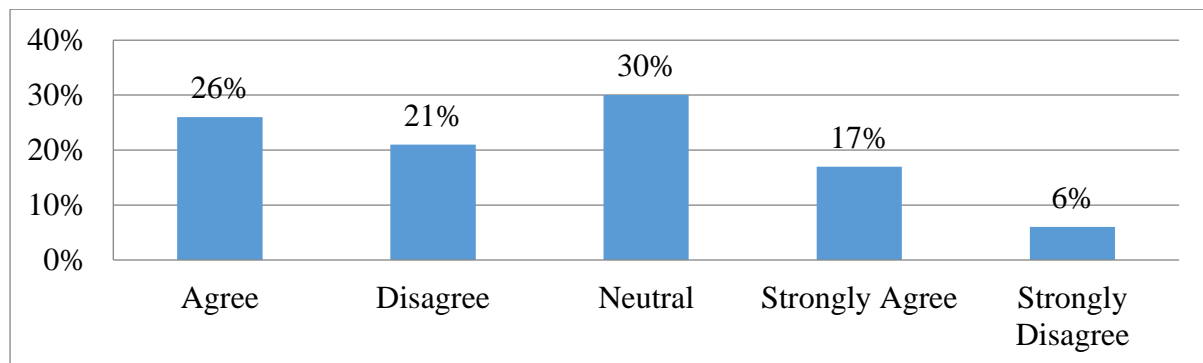
Interpretation: From this we can interpret that the customers agree that having virtual menus at restaurants will make the experience a better one wherein the customers can directly view

through the virtual menus displayed and decide and order their food without hesitating with the staff people.

Table 4.14 (c) Table shows the respondents agreeability towards handheld order taking while waiting at the queue at the restaurants.

Handheld order taking while waiting at the queue	Responses	Percentile
Agree	28	26%
Disagree	22	21%
Neutral	32	30%
Strongly Agree	18	17%
Strongly Disagree	7	6%
Grand Total	107	100%

Figure 4.14 (c) Chart shows the respondents agreeability towards handheld order taking while waiting at the queue at the restaurants.



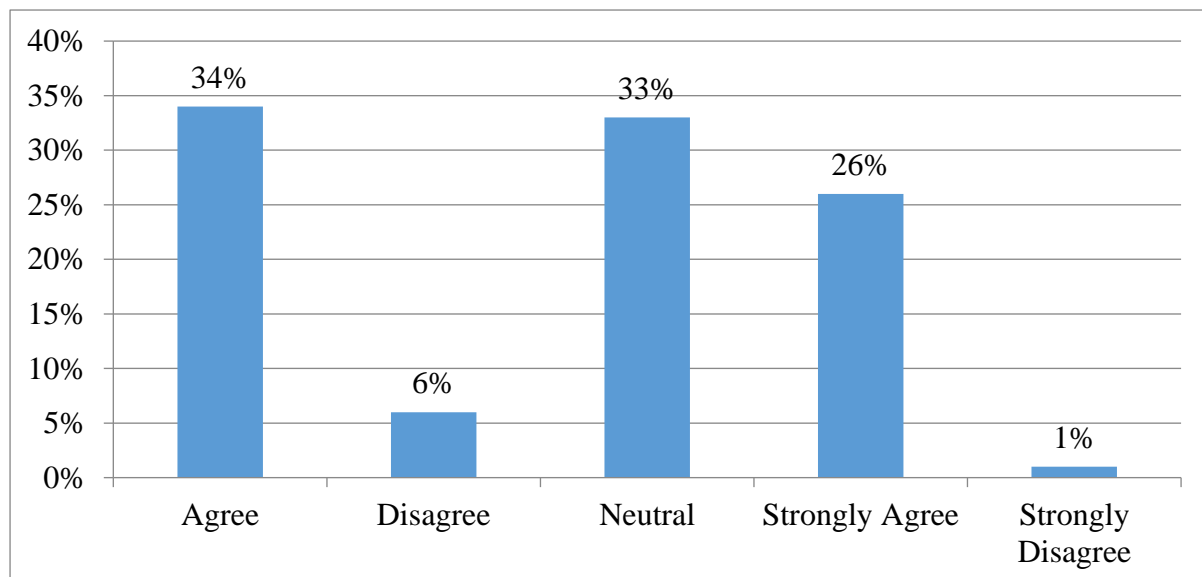
Analysis: From the above data it is observed that 30% of the respondents have a neutral response for handheld order taking orders and 26% of them agree that handheld order taking tabs should be available at restaurants and 21% disagree that they do not agree of operating handheld tabs at restaurants.

Interpretation: This data reveals that the customers show a neutral response wherein there waiting time can be saved and during the waiting time the staff can prepare their orders taken by the handheld tabs by the staff which would help in saving the extra time and reaching every customers.

Table 4.14 (d) Table shows the respondent’s agreeability towards Payment via SMS or text message in the restaurants.

Payment via SMS or text message	Responses	Percentile
Agree	36	34%
Disagree	7	6%
Neutral	35	33%
Strongly Agree	28	26%
Strongly Disagree	1	1%
Grand Total	107	100%

Figure 4.14 (d) Chart shows the respondent’s agreeability towards Payment via SMS or text message in the restaurant.



Analysis: This data shows that 34% respondents agree that Payment via SMS or text message in the restaurant is also an innovation that is considered by them for visiting a restaurant which would increase their experience at restaurants. 33% of them provided with neutral response for the innovation of Payment mode through text or SMS at restaurants and 26% agree that the innovation of payment through text or SMS will also be a factor for visiting restaurants.

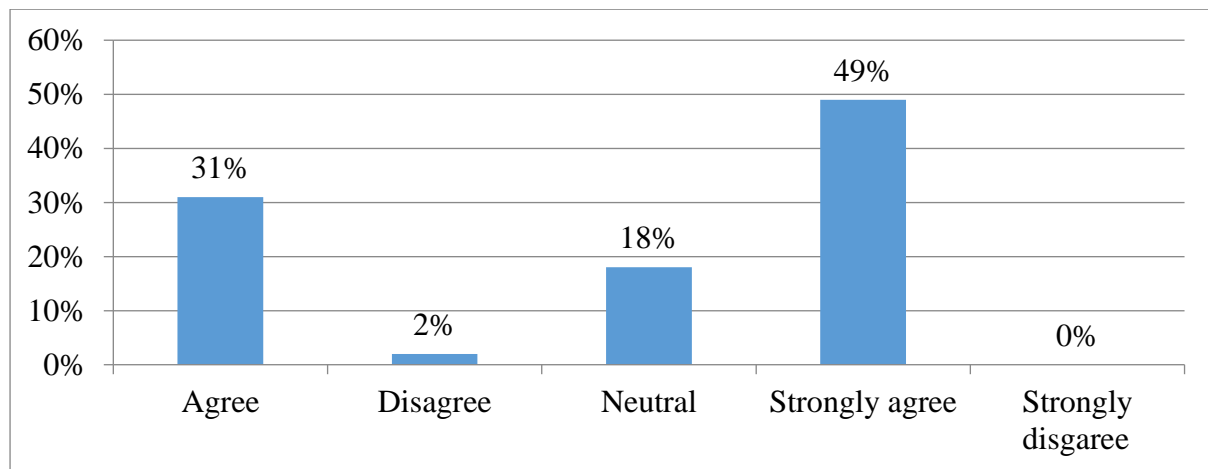
Interpretation: This reveals that having payment via sms or text will make customers enhance their experience where they can get their bills received in the form of SMS and they can pay while leaving the restaurants with the order number mentioned or through their

phone numbers wherein the restauranters can provide personalized experience and offers to them on their next visit.

Table 4.14 (e) Table shows the agreeability towards Payment via smart card at restaurants.

Payment via Smart card	Responses	Percentile
Agree	33	31%
Disagree	2	2%
Neutral	19	18%
Strongly Agree	53	49%
Strongly Disagree	0	0
Grand Total	107	100%

Figure 4.14 (e) Chart shows the agreeability towards Payment via smart card at restaurants.



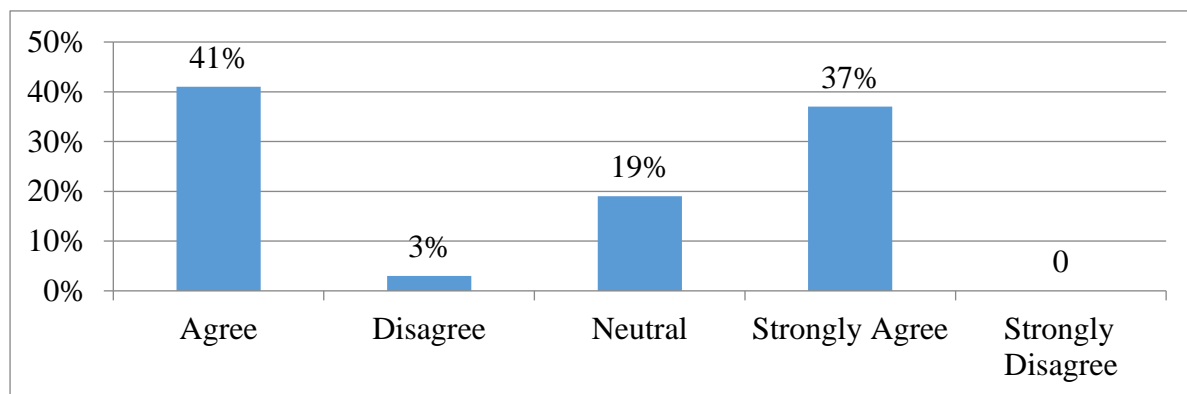
Analysis: Out of 100 respondents 52% of the respondents strongly agree that the innovation of Payment via smart card should be considered at restaurant for them to visit again and again. 31% of the respondents agree that the technology innovation of paying through smart card at restaurants should be available when choosing a restaurant.

Interpretation: This reveals that the respondents are willing to use smart cards at restaurants for paying their bills at restaurants wherein it will also benefit the restaurants in the management of tips given to the staff. This would record the details of the order and the tips can be recorded vigilantly.

Table 4.14 (f) Table shows the agreeability towards Self ordering kiosks at restaurants.

Self-order Kiosk for ordering at the restaurants	Responses	Percentile
Agree	44	41%
Disagree	3	3%
Neutral	20	19%
Strongly Agree	40	37%
Strongly Disagree	0	0%
Grand Total	107	100%

Figure 4.14 (f) Chart shows the agreeability towards Self ordering kiosks at restaurants.



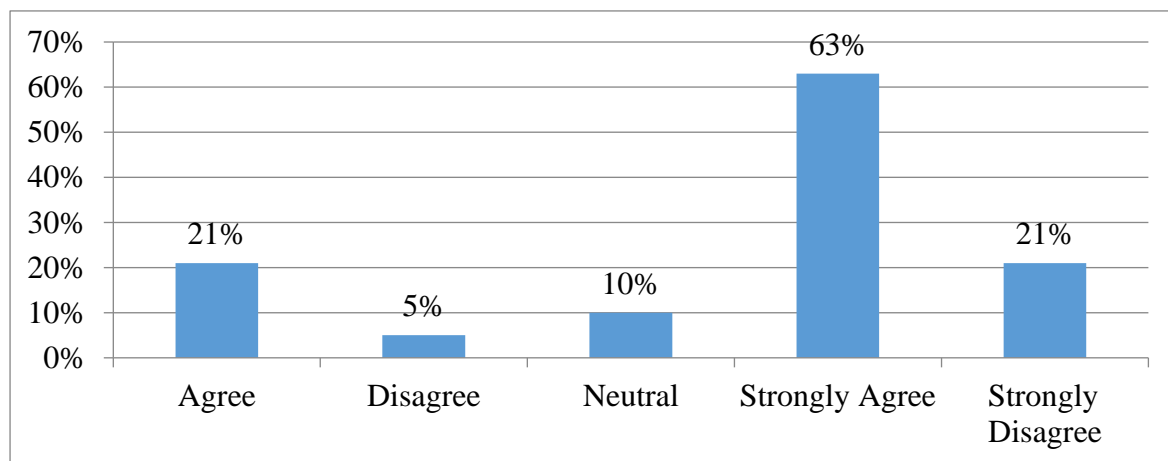
Analysis: This data shows that 41% of the respondents agree towards self-ordering kiosks at restaurants while 37% strongly agree with having self-order kiosks at restaurants and 3% disagree with having self-ordering kiosk at restaurants.

Interpretation: This reveals that customers agree towards having the self-ordering kiosks wherein they can operate themselves and also include their instructions and it would be sent to the kitchen with the instructions and errors of waiter ignoring the instruction can be avoided.

Table 4.14 (g) Table shows the agreeability towards Guest Wi-Fi at restaurants.

Guest Wi-Fi	Responses	Percentile
Agree	23	21%
Disagree	5	5%
Neutral	11	10%
Strongly Agree	67	63%
Strongly Disagree	1	1%
Grand Total	107	100%

Figure 4.14 (g) Chart shows the agreeability towards Guest Wi-Fi at restaurants.



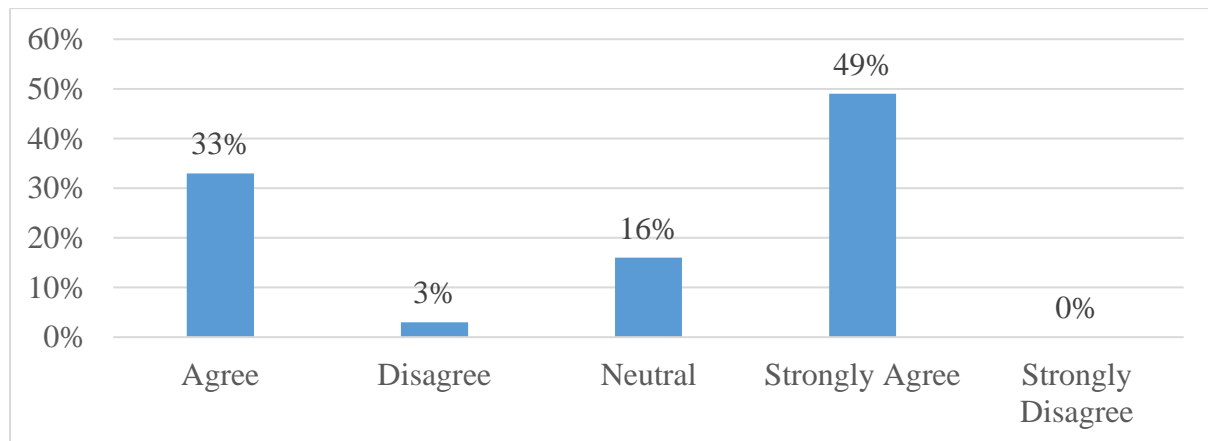
Analysis: From the data above it can be observed that respondents strongly agree towards having guest Wi-Fi at the restaurants. And while 21% of the respondents agree and 21% of the respondents disagree for the guest Wi-Fi at the restaurants.

Interpretation: This can be interpreted that respondents agree towards having guest Wi-Fi at the restaurants. By having guest Wi-Fi at restaurants, they can check in social media and it is one way of marketing through customers about the place. This can bring traffic to the restaurants as well.

Table 4.14 (h) Table shows the agreeability towards Online Reservations at restaurants.

Online Reservations	Responses	Percentile
Agree	35	33%
Disagree	3	3%
Neutral	17	16%
Strongly Agree	52	49%
Strongly Disagree	0	0
Grand Total	107	100%

Figure 4.14 (h) Chart shows the agreeability towards Online Reservations at restaurants.



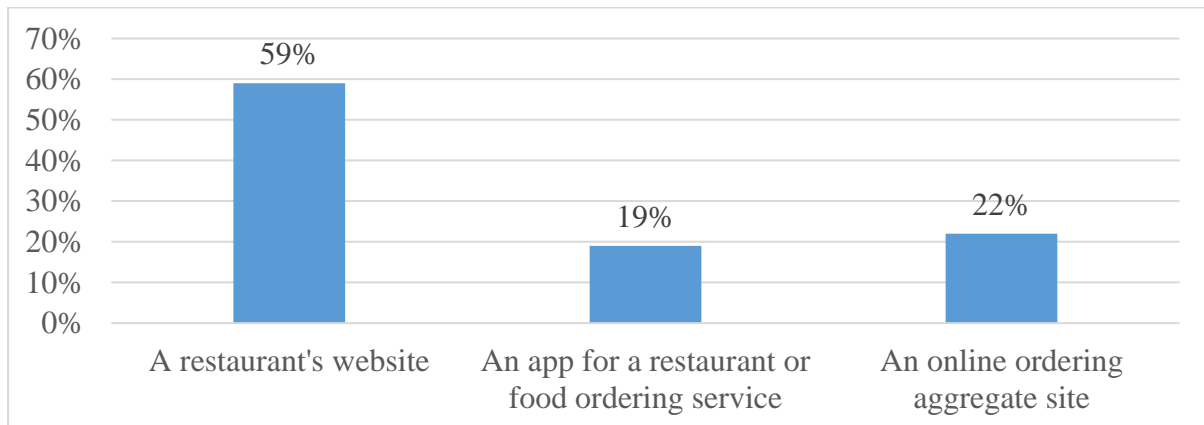
Analysis: It is observed that the 49% respondents strongly agree with the online reservations at restaurants. While 33% of them agree with restaurants having online reservations at restaurants and only 3% of them disagree of restaurants providing online reservations.

Interpretation: This can be interpreted that having online reservations at the restaurants can enhance the customer experience wherein the customers can reserve their tables and can enquire about the reservations etc. Wherein the waiting time can be reduced by them.

Table 4.15 Table shows the respondent’s choice for placing an online order from the restaurant.

Customer's choice for placing an online order from a rest.	Restaurant	Percentile
A restaurant's website	63	59%
An app for a restaurant or food ordering service	20	19%
An online ordering aggregate site	24	22%
Grand Total	107	100%

Figure 4.15 Chart shows the respondent’s choice for placing an online order from the restaurants.



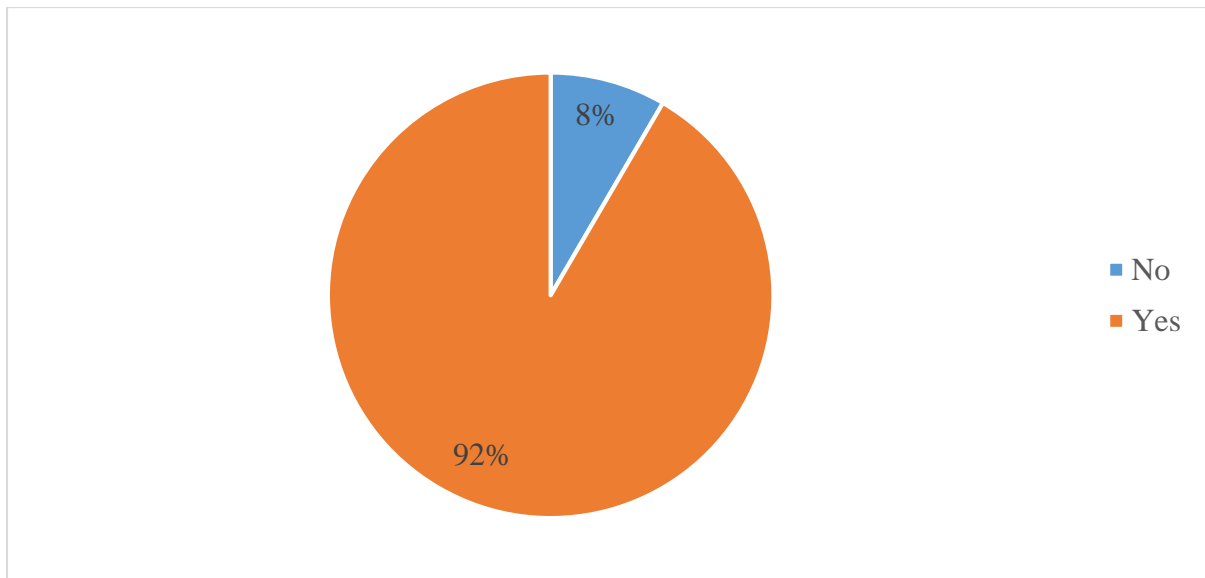
Analysis: From the data it is observed that 19% of the respondents choose for an app for a restaurant or a food ordering service. While 22% chose an online ordering site for placing an online order while 59% preferred a particular restaurant’s website for placing an online order.

Interpretation: When it comes to people ordering food online, most of them order through a restaurant’s website than an online ordering site. Restaurant’s which have their own website can improve and provide various offers instead of outsourcing through a food aggregate site.

Table 4.16 Table shows respondents choice towards a solution that can transform the experiences at restaurants.

Solution that can transform experience at restaurants	Responses	Percentile
No	9	8%
Yes	98	92%
Grand Total	107	100%

Figure 4.16 Chart shows respondent’s choice towards a solution that can transform the experiences at restaurants.



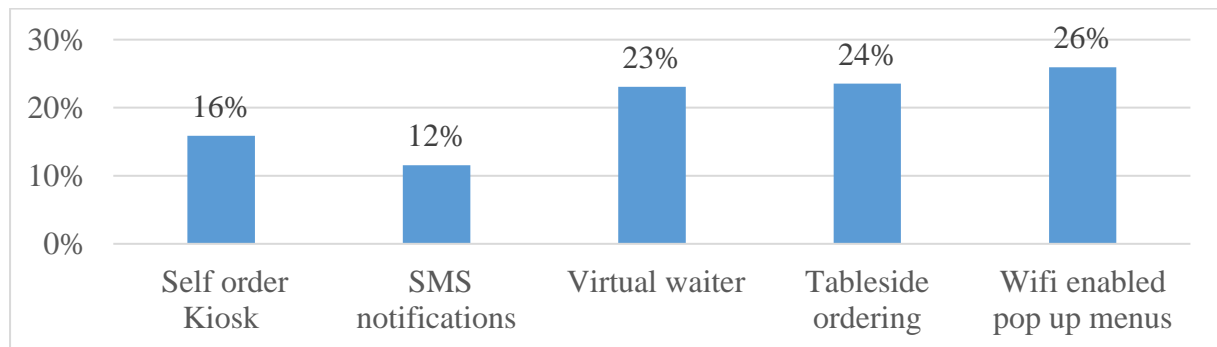
Analysis: From the 107 respondents it is observed that 92% of the respondents are willing to choose a solution that can transform the experience at restaurants while 8% of them disagreed.

Interpretation: This reveals that customers are willing to choose a solution that can transform their experience at the restaurants wherein they are able to access all the service without wasting their time and provided at their table.

Table 4.17 Table shows respondents towards the changing technology that can be improved into restaurants.

Changing technology that should be improved into restaurants.	Responses	Percentile
Self-order Kiosk	33	16%
SMS notifications	24	12%
Tableside ordering	49	24%
Virtual waiter	48	23%
Wi-Fi enabled pop-up menus	54	26%
Grand Total	208	100%

Figure 4.17 Chart shows respondents towards the changing technology that can be improved into restaurants.



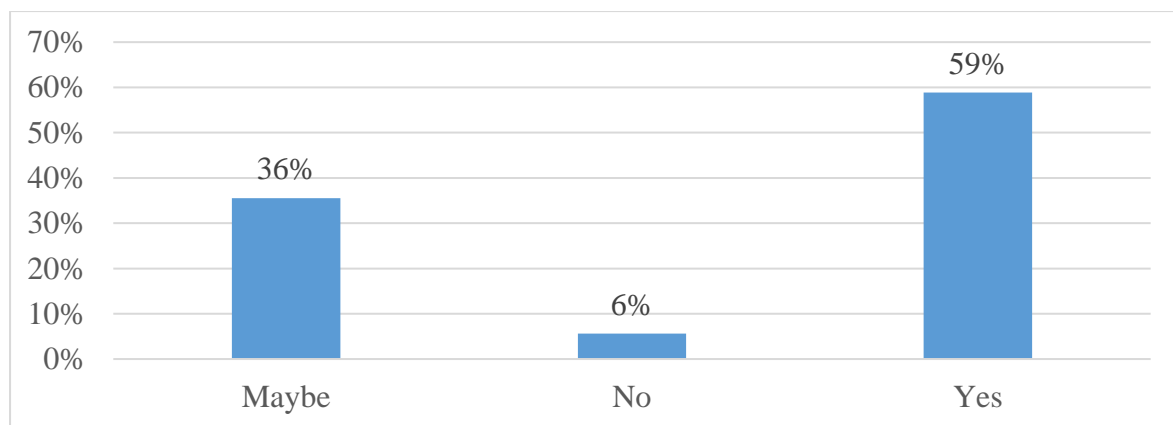
Analysis: In this above data, it can be observed that 26% of the respondents said that Wi-Fi enabled popup menus have to be improved in the restaurants while 24% respondent towards the improvement of the tableside ordering tabs at the restaurant and 23% responded towards the virtual waiter feature in the restaurants and only 12% responded towards SMS notifications to improving the technology.

Interpretation: Through the data it can be interpreted that introducing new features in the technology will be accepted by the respondents with changing technology in the various restaurants. The new upgradation in the restaurant will bring a great experience to the customers and they will be willing to visit again the restaurants if the service is provided in a smooth way and their time is utilized in a better way.

Table 4.18 Table shows the respondents responses towards “VIRTUAL WAITER” the restaurant solution by Prioriti Pte Ltd. That will performs the same task as the waiter and provides solution at the touch of the hand.

"Virtual waiter" a rest. Solution	Responses	Percentile
Maybe	38	36%
No	6	6%
Yes	63	58%
Grand Total	107	100%

Figure 4.18 Chart shows the respondents responses towards “VIRTUAL WAITER” the restaurant solution by Prioriti Pte Ltd. that will perform the same task as the waiter and provides solution at the touch of the hand



Analysis: From the data obtained it is seen that 59% of the respondents said Yes for the solution called Virtual waiter, a restaurant solution by Prioriti that will perform the same tasks as the waiter and would provide solution at the touch of the hand.36% responded that it might improve their experience at the restaurant with a new solution. While 6% of them responded with a No that it is not considered by them for experience at a restaurant.

Interpretation: From this we can interpret that respondents showed a positive response towards a solution that can be used in the restaurants for better experience of the customer. This feature would provide a solution wherein the customers just have to connect to the internet and they would get the menu directly in their phones and can order and need not interact with the staff at the restaurants and also doesn't have to download all the applications

of the various restaurants and can directly access the menu by switching on the Wi-Fi connectivity of the restaurants.

CHI-SQUARE TEST

H₀ - There is no association between the customer's age and the familiarity towards the innovations in technology at restaurants.

H₁ - There is an association between the customer's age and the familiarity towards the innovations in technology at restaurants.

The data from questions 2 & 11 were input in SPSS and non-parametric Chi-square test was run. The following is the output from SPSS.

4.19 Table shows Descriptive Statistics

	N	Mean	Std.Deviation	Minimum	Maximum
Age	107	2.04	.598	1	4
Familiarity with innovative technology in restaurants	107	2.65	1.505	1	7

Analysis: The table shows the mean of the age of the respondents which is 2.04 and the standard deviation which shows 0.598. It also shows the mean of the familiarity with innovative technology in restaurants wherein it is 2.65 and the standard deviation is 1.505.

Interpretation: The data reveals the closeness of the standard deviation to the mean value. It shows how they are close to the average value.

4.20 Table showing test statistics

	Age	Familiarity with innovative technology in restaurants
Chi-Square	1.335E2 ^a	54.916 ^b
dF	3	6
Asymptotic Significance or p-value	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 26.8.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 15.3.

Analysis: Since the p-value (Asymp. Sig = 0.0000) is less than the level of significance of 0.05, we reject the null Hypothesis and accept the alternate Hypothesis.

Interpretation: From the analysis it can be said that these days the young generation or the millennials are more tech savvy and are busy using technology in all aspects of the areas and require everything on their fingertips. With this we can say that improvement in the technology will be adding value to the restaurants and to the customer's experience.

CHAPTER 5

SUMMARY OF FINDINGS AND CONCLUSIONS

FINDINGS

Being innovative in the area of technology to improve the service quality of the customers at the restaurants has a positive effect on customer behaviour. This study aimed at finding out various factors and the perception of the customers towards the familiarity and the acceptability towards the changing technology in restaurant industry in Bangalore wherein the insights obtained could be used by the company to enhance the customer's experience at the restaurants and to provide a better service wherein customers can visit the restaurants again and again and increase the sales of the restaurants.

The major meal preferred by the most of the respondents are dinner because they would like to visit a restaurant for food rather than cooking at home or maybe other reasons of the respondents like casual dining out with the family and friends after the working hours. They were familiar with most of the technologies used at the restaurants which have been seen in the most of the restaurants and have also tried most of the innovations which are provided to customers on their tables and can access through their mobile phones or even the waiter comes holding a tab near them to take their orders.

The findings showed that most of the customers have used online reservations for ordering food at the restaurants and have also tried various technology related innovations in the restaurants and most of them are interested in prefer receiving their bills through texts or SMS receipts which make it easy for them to save it and can be used for future reference. Respondents are convenient towards having various innovations to be developed in the restaurants which would increase their experience.

It is also found through chi-square test that there is an association between the age and the familiarity towards the use of technology innovations in the restaurants. The increased adherence to the modern technology of the respondents is observed. The technology is playing a vital role in the restaurants increasing the quality of service provided to them.

CONCLUSIONS

From the analysis and the findings this can be concluded that innovations will help the restaurants to survive in the market which will improve their flow of process and the way they meet their customer's expectations and which will also upgrade the business process.

The results generally indicated that respondents visit the restaurants 1-2 times in a week a majorly spend for food at the restaurants and generally for casual outings etc. and the major concern while choosing a restaurant includes the hygiene factor of the restaurants and respondents have observed the various technology adaptation and the changes in the restaurants.

Respondent showed a good response towards restaurants providing guest Wi-Fi and they require this facility available in the restaurants and the connectivity to be improved. This presence of feature at the restaurant will provide the customers to check in and socialize with the community and also provide traffic and sales to the customers visiting the restaurants.

Restaurants already communicate with their customers through social media and with online reservations with the Virtual waiter that would also provide benefit to the customers visiting the restaurants providing customized menus etc. This would enhance the customer experience wherein the customers can connect to the Wi-Fi of the restaurants and they would receive the menu on their screen wherein they don't have to directly contact the staff and provide all the details in the screen and is updated in the kitchen.

SUGGESTIONS

This can be suggested that to provide a good service wherein the customer's visit the restaurants again and again, the restaurants need to update accordingly with the market and the changes taking place to enhance and to meet the customer's demands.

In the highly competitive and dynamically changing restaurant industry, the restaurant managers should provide a proactive behaviour and should be able to provide a unique experience to the customers. They need to utilize the technology for their advantage and use it in all possible ways to enrich the experience and increase the traffic at their restaurants.

The connectivity should be very much focussed onto provide better service if well equipped with the technology aspect in the restaurants. With the rising use of the connecting device the restaurants should have constant connectivity to provide the service with no errors while connecting with the restaurants devices.

Since the respondents have responded a positive response for the innovation that could be introduced in the restaurant the Virtual waiter, which would provide a customer great experience and the restaurants can transform their ordering solution through connecting to the Wi-Fi at the restaurants.

Customizing the menu according to the customer's history and their orders will enrich their experience and providing free Wi-Fi to order food, pay and share experiences on Social Media.

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Questionnaire

1) Gender

Female ()

Male ()

2) Age

1) 18-20 ()

2) 21-25 ()

3) 26-30 ()

4) 31 & above ()

3) Education

High School ()

Bachelor's Degree ()

Post Graduate Degree or higher ()

4) Occupation

Student ()

Working Professional ()

Homemaker ()

Self-Employed ()

Retired ()

Unemployed ()

Others ()

5) Which meal do you prefer to have at the restaurant?

Breakfast ()

Lunch ()

Dinner ()

No meal, only drinks ()

6) How often do you dine out in a restaurant for a week?

1-2 times ()

3-4 times ()

5-6 times ()

7 & above ()

7) How much do you spend on an average for dining out every month?

Less than 2000 ()

2000-3000 ()

4000-5000 ()

6000-7000 ()

8000& above ()

8) What is the main occasion of your dining out at restaurant? (Multiple choice)

Casual dining out ()

Gathering with friends or family ()

Special occasion & celebration (birthday) ()

No time to cook ()

Dating/Intimate dining ()

Work related (Business) ()

Want to try new stuffs ()

9) What are the things that you look for when you visit a restaurant? (Multiple choice)

Ambience ()

Hygiene ()

Internet based ordering ()

Payment options ()

Price ()

Service ()

Variety of deals ()

10) Did you come across technology innovations in the restaurants that you visit?

Yes ()

No ()

11) What are the technology innovations that you have used? (Multiple choice)

Kiosk based food ordering ()

Kiosk based payment ()



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT

Name of the student: BHAGYASHREE C SURAPUR

Internal guide: OM PRAKASH





USN No. : 1AY16MBA11

Specialization: Marketing & Finance

Title of the Project: A STUDY ON CUSTOMER PERCEPTION OF TECHNOLOGY

INNOVATIONS IN RESTAURANTS AT PRIORITI PTE.LTD

Company Name: Priorities Pte Ltd.

Week	Work undertaken	External guide signature	Internal guide signature
15-01-2018 to 27-01-2018	Understanding the structure, culture and functioning of the organization.		
29-01-2018 to 10-02-2018	Learning about the process of strategies and policies of the organization. Brain storming about various factors to enhance the customer experience at restaurants		
12-02-2018	Collected details about the customers		

To 24-02-2018	perception and the familiarity towards the changing technology at restaurants	<i>Joanne KA</i>	<i>Om</i>
26-02-2018 To 10-03-2018	Discussion about the project and learnt how to approach to the topic of study	<i>Joanne KA</i>	<i>Om</i>
12-03-2018 To 24-03-2018	Discussion about the project and learnt how to approach to the topic of study	<i>Joanne KA</i>	<i>Om</i>

Joanne KA

External Guide Signature

JOANNE KRIPA ANTHONY
PRODUCT EXECUTIVE
PRIORITI PTE LIMITED



Om Baksh

Internal Guide Signature

[Signature]
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