



**CASE STUDY ON BUSINESS MANAGEMENT OF STAND ALONE
RESTAURANT “ YANA SIZZLERS”**

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Introduction -:

First outlet of Yana Sizzler was opened in 2002 at FC road, Pune. To serve food with the different concept for the “Punekar’s”, it was opened by Mr. Asif Furniturewala and Mr. Sunil Jatia.

“Yana” has been derived from Marathi word Well-Come.

After the success of first outlet, second one was launched at Kalyaninagar and there after in camp.

Yana has introduced new look for their upcoming restaurants. All the restaurants are managed by Mr. Asif Furniturewala and Mr. Sunil Jatia.

Sizzlers Are Our Forte

- 1) The concept of Sizzlers is to serve testiest and hottest food on hot plate. This Is the reason they have their tagline as “don’t take our word for it. Try it for yourself!!
- 2) The goal of the restaurant is to open 10 restaurant all over India.
- 3) To ensure food quality and high quality guest service all restaurants are self managed not franchised.

Preparation of “Sizzlers” contain Chicken, mutton, fish which is grilled, roasted or deep fried with peas, carrots, cabbage , fries served on hot metal plate with wooden base. Basically sizzlers invented in US in 1958 with same name Sizzler. It is traditional method of serving food.

In the year of 2002 Sizzlers concept was vey new to the Pune public so took lot of efforts and patience to built the business in the market. Even in the loss in the business both owner’s sticks to their vision as they are confident about the there planning, strategies and they believe on their staff as well. It was their vision and passion to make Yana sizzlers popular in the Pune market.

As the concept of “Yana sizzler” to serve only Food and Beverage. Yana has there uniqueness of preparation, presentation serving style of sizzler with a lots of choices in the food menu that’s why they are successful to attract the family public.

Considering there business ethics they never tried to start the alcohol even after several request from there guest. Due to this Yana sizzler is very popular in the Pune market and able to attract the public of all generation.

Owners believes that the staff is Key of there success. That’s why there are some staff who are working with Yana Sizzlers since last 15 years. That’s why they face problem of staff retention.

Mr. Jatia and Mr. Furniturwala is involved in the business personally looking after the financial part as well as the operational part.

As there personal involvement of the owner and efforts taken by the senior staff help Yana sizzlers able to sustain in the market with the great success.

Reference-:

- (www.quora.com/What-is-a-sizzler-and-where-did-this-dish-originate-from)
- Yanasizzlers.com