

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Krish Restaurant: Change in Customer's Online Food Ordering Behavior
due to COVID 19**

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Krish Restaurant: Change in Customer's Online Food Ordering Behavior due to COVID 19

Abstract:

The Krish restaurant is famous for serving South Indian food varieties in Kozhikode. From its inception in 2015, the restaurant saw steady growth in demand. The Krish restaurant has been offering food in both online and dine-in mode. However, the COVID-19 pandemic has taken Krish restaurant by storm, as the dine-in option was stopped completely. During this time, the restaurant saw a surge in online food orders. After the first wave of COVID-19, Krish Restaurant wanted to understand the shift in the customer's ordering behavior for better operational planning.

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