

Study on Challenges and Success Factors of Independent Restaurants (With Special Reference to Colombo District)

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Hotels and restaurants are playing a major role in Sri Lankan economy. Today, many tourists are used to get their foods from outside the hotel which they are accommodating, also many Sri Lankans are visiting to the restaurants for their meals. Because there is a huge demand for the restaurants there is a high number of restaurants which are newly entering to the industry. But at the same time there is a high number of restaurants which are closing at their first three years of operation. The research study is based on main two objectives, to identify the factors contribute to the success of independent restaurants when most of the restaurateurs fail to be success and to identify the challenges face by independent restaurants. The study mainly depends on the qualitative analytical methods. Direct in – depth interviews with the restaurateurs used to collect the primary data. The population of the research study is Independent restaurants in Colombo district, and according to population 20 success restaurateurs taken as the sample by convenience sampling method. Under a phenomenological research design, thematic analysis used in order to achieve the objective of this research. Through the analysis the researcher identified that dedication of the owner and the dedication of the employees are directly influencing on the success of the restaurant. The combination of education and experience playing a vital role, and the innovations. Most importantly the restaurateurs have mentioned that the better relationship with the employees is an essential factor. Because the employees are the image taker of the restaurant to the guest he should be satisfied about the restaurant and he should be a loyal person. Other than that quality service and uniqueness of the restaurant keep the restaurant in the field, sometime the standards of the restaurant.

Keywords: Independent restaurants, Success factors, Challenges, Restaurateurs