

**STUDY ON CHALLENGES AND SUCCESS
FACTORS OF INDEPENDENT RESTAURANTS
(WITH SPECIAL REFERENCE TO COLOMBO DISTRICT)**

**This dissertation is submitted as a partial fulfilment of the degree of Bachelor of
Business Management in Hospitality Tourism and Events Management**

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ABSTRACT

Restaurant industry is a industry which is rapidly growing and the same time they are close-up very soon. Restaurants are not only important in the tourism industry but also in the local people's day today lives. Because they also visiting for lunch, outings and for many other reasons, but the problem is why is there a high failing percentage even with this much of demand. Main reason identified through the study is the competition from the large scale chain restaurants and franchised restaurants. They do have more facilities, technologies, well trained staffs and enough capital. Even in such a situation there are some independent restaurants which are in the restaurant industry with a better success. Through those success independent restaurants the success factors and the challenges have identified. Among them the research has analysed the success factors which can influence the success of the independent restaurants and the challenges that can badly influence on the success. Through the analysis the researcher identified that the main things a independent restaurants success depends on is the dedication of the owner and the dedication of the employees. Most importantly the restaurateurs has 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, franchised, chain restaurants*