

In 2015, Haji Biryani considered introducing a home delivery service where food ordered on the internet is delivered to customers at their homes.

- (c) Evaluate whether the introduction of a home delivery service would increase Haji Biryani's profits. You should use the information provided as well as your own knowledge of business.

(12)

Offering a home delivery service could increase Haji's profits as more people may not have time to access his restaurant and to sit down and enjoy the food in Bangladesh. As a result customers could decide to stay at home and get the food delivered.

Another reason to offer a delivery service is that sales would increase as more people would purchase from one of his three stores in Dhaka. As a result more revenue would be coming into the business through the sales of Biryani. This could lead to more profit as if the revenue is more than the cost of setting the business up.

However, the introduction of a delivery service could make a loss or profit as you may not make enough sales to make up for the delivery costs and decide if to carry through on with the service.