

**"Analyzing Servicescape of Restaurants in Islamabad & its
impact on customer's experience"**



By

Farukh Mehmood

01-120131-062

Supervisor:

Malik Hasnain

Department of Management Sciences

Bahria University

Islamabad

2016

Abstract

Purpose: That point of the proposal will be with analyzing the impact of Servicescape with respect to customers' encounter in the setting for restaurant business clinched alongside Islamabad, to a finish and genuine path. Moreover, investigate physical and as a relatable point measurement from claiming Servicescape Also their effects.

Design/ Methodology/Approach: In this thesis, those specialist used those logical idea, those initial Furthermore showing methodologies. Those study hypothesis methodologies have been Emulating and the investigate decision may be utilizing qualitative information. In-depth meeting will be utilizing in the research.

Findings: Theprimaries examine indicates that Servicescape might handle emotional, scholarly also physical reactions from both workers What's more clients. It reveals to that physical surroundings need manufactured knowledge for clients Anyway they appear on provide for great deal of essentialness of the regular component. At that point essential Exploration demonstrates that clients mostaccioli hold the negative influences, which behavior of the truth that advertiser of restaurant commercial enterprises ought to deliberately ponder the outline of an innovative and pleasant earth.

Research limitations: Likewise, it is that primary exploration of the author, essential information might have been best gathering toward directing a meeting around five major restaurants for Islamabad. Perception also meeting have provided for clearer picture of the look into.

Practical implications: Manageress meanings "around Islamabad restaurant industry, marketers if give All the more attention should their servicescape and make customers' sensitivities, needs Furthermore encounter under study.

Keywords: Servicescape, Physical environment, Customer experience, Employees relation, Islamabad customer of restaurant, Service quality

Research type: MBA Thesis, Department of Management Sciences

Acknowledgements

I wish thanks to various individuals who helped me among the entire procedure of my thesis. As a matter of first importance, I am appreciative to Allah Almighty who gave me opportunity and strength to this effort. I am additionally grateful to 'Mr. Malik Husnain' who constantly supporting me and gave valuable suggestions. This contributed towards completion of this work.

Dedications

I dedicate this work to my beloved parents and friends specially to my father (late), because of his encourage, I am standing at this stage I always missed him,AfiqAtif , and Fizan Sharif for their support and motivation, which help me in time completion of this work.

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