

WALKING THE VEGGIETUDE WAY - REALISATION OF A DREAM.

Dr. Vandana Rao¹

Dr. Raghvendra Mishra²

Dr. Mitali Gupta³

¹HOD, Assistant professor, Dr. Ambedkar Institute of Management Studies and Research, Deekshabhoomi, Nagpur

²Assistant professor, Dr. Ambedkar Institute of Management Studies and Research, Deekshabhoomi, Nagpur

³Assistant professor, Dr. Ambedkar Institute of Management Studies and Research, Deekshabhoomi, Nagpur

Abstract

Restaurant start-up is one of the most popular business that can gain profit quickly because it addresses the human's most basic need and entices them with their cravings for food. This case study shows what it takes to create a start-up business in the restaurant industry with the purpose to find out what pitfalls and potential mistake an individual need to be aware of in an effort to have a successful venture. The information is primarily based on the studies and expertise that are found throughout the restaurant industry. The main purpose of this study is to explain the challenges that Veggiétude has experience and what the restaurant has done differently in order to wave of the competition. It traces a dreamers journey towards realization of a dream.

Introduction

“Success of restaurant depends on how you create an atmosphere and cuisine that people will love.”

Mr Rupesh Gupta can be listed as one among the renowned wholesale grain merchant in Nagpur. He was doing very well in the market .For his business, he used to frequently visit Pune city .During his visits to Pune he observed that people at Pune preferred combo meals and thought that in Nagpur such preference or choice of combo meals was not regularly available due to lack of awareness. His regular business had reached a saturation stage and there was very slight which could have been done to increase revenue and market share. So after contemplating possible options he decided to diversify and extend his business line and venture into restaurant business. Coming from a business background and being a foodie person, he started to think about opening a pocket friendly restaurant.

In between his sister got married and while looking for credible opportunities of opening a restaurant, his brother in law was working as a manager in a restaurant .He often had a discussion with his brother in law regarding his idea of a pocket friendly restaurant .He surveyed

most of the restaurant in Nagpur and finally reached a conclusion that only very few restaurants in Nagpur are giving such offers.

So after due deliberation he searched for suitable location in order to bring his idea to life. After, visiting several sites and keeping his budget in mind he zeroed down on Trimurti Nagar due to it being in vicinity of several college campuses and hostels.

And so the Veggietude was born, as it was positioned as pocket friendly chill out zone and decided to offer quality food at reasonable pricing but, that was only a conception and new challenges were waiting just round the corner.

SWOC Analysis:

<p style="text-align: center;"><u>Strength</u></p> <ul style="list-style-type: none"> • Location: It is situated at Trimurti Nagar near Hingna T-point which is located at excellent busy dining point. • Pricing are reasonable, Average price has rated its food to be higher quality as compared to other fast food joints nearby. • Innovation 	<p style="text-align: center;"><u>Opportunity</u></p> <ul style="list-style-type: none"> • Targeting the veggie freaks • Jain food can be introduced. • Changing service channels like home delivery and takeaways.
<p style="text-align: center;"><u>Weakness</u></p> <ul style="list-style-type: none"> • It is being a new brand • New in the market • Being only vegetarian is weakness. • Pocket friendly restraint can be consider cheap. 	<p style="text-align: center;"><u>Challenges</u></p> <ul style="list-style-type: none"> • Initial seating is inefficient • Various competitor • Staff is in learning phase

Product Planning

The value approach involves selling select menu items at pocket friendly prices. Along with providing quality, Veggietude is offering food at very comfortable rates. They are providing pocket friendly combos, discounts and offers to their customers Innovation :

In today's scenario, restaurant operators are facing more pressure than ever to improve their business operations. The cut throat competition has resulted in adopting many innovative practices. As an strategy to increase and retain customers veggietude is offering many innovative food menus for instance as starters they are offering many new to Nagpur dishes like *Tandoori*

Sonde Aloo, Potli Takatak, Lazeez Kumb, Punjabi papad etc. In the main course they are offering *Lassoni Palak Paneer, Lipta Mushroom Masala, Miloni Tarkari* and many more.

Marketing strategies (STP)

Segmentation:

Market segmentation in the restaurant industry is the practice of targeting a specific customer base to maximize sales, Normally in Nagpur maximum restaurants and eating joints are offering both veg as well as non-veg cuisines at same place, but in case of veggietude they adopted a different segmentation strategy, they are targeting only vegetarian food lovers as their customers. Along with this they are specifically targeting students, Family and People looking for combo as well as pocket friendly Menu as their potential customers.

Targeting: how they reached their segments and customer

- social media marketing :

In order to achieve their marketing and branding objectives, veggietude is using all sort s of social media platforms in a very efficient manner. They are fully utilising whats app, face book, instagram, twitter and other platforms to get in touch with their existing as well as potential customers.

Printed material like flyer : printed form of advertising materials are one of the oldest form of advertising and is a very worthwhile method ,so veggietude is using this method also in order to reach each and every customer.

- Bulk SMS Campaign: Along with freely available social media platforms, they are also eying paid social media services to reach potential customers and to keep in touch with existing customers.
- Loyalty points: Veggietude is targeting their customers using a number of loyalty programs. They offer e-gift redemption coupons on special occasions to their customers and also weekend special offers to their customers.
- Giving away sponsorships for the events.

Positioning:

Veggietude went on to expand its operation. Customers were pouring in due to its unique menu options and see through kitchen which offered the food lovers a peek into the kitchen to ensure utmost hygiene is maintained while their food is being prepared. The uniqueness in menu and customizations available made the restaurant an instant hit among the visitors and restaurant hoppers.

The journey has just begun for Mr. Rupesh Gupta with his dream project VeggieTude. He put his heart and soul to ensure its safe and proper operation. Being determined to pursue the dream is one of the most essential qualities of an entrepreneur along with persistence and hard work. An entrepreneur cannot just be a dreamer but has to be a doer, in the case of Mr Gupta he has shown the appetite too fight for making his dream into reality just like a true entrepreneur that he is.

Teaching Notes

1. What more veggieTude can offer in order to expand its customer base.
2. Give any suggestions in order to improve their CRM strategies.
3. Should VeggieTude venture into franchising? Backup your judgement with solid reasoning.

Answers

Answer 1- VeggieTude currently doesn't have any brunch option they can increase the menu options and can offer brunch or shake options. They can also have regional cuisine weeks where different specialities of other regions can be offered.

Answer 2 – VeggieTude can start by providing loyalty card options, also by maintaining customer database special customer centric customized offers can be made to the customers on their special occasions like birthday anniversaries etc. VeggieTude can also hold customer centric contests or events to make them come back again and again.

Answer 3 - Being a newly formed brand VeggieTude is yet to establish a loyal Pan –Nagpur customer base and hence it would not be advisable for them to franchise just yet. However as time passes if VeggieTude is able to create a strong brand loyalty they can think opening up a chain or franchisee.

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