

Human Journals

Review Article

September 2020 Vol.:16, Issue:3

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Tribulations and Solutions for Food Service Business Development



IJSRM
INTERNATIONAL JOURNAL OF SCIENCE AND RESEARCH METHODOLOGY
An Official Publication of Human Journals



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Submission: 24 August 2020
Accepted: 31 August 2020
Published: 30 September 2020

Keywords: GDP, Food Service, SME (Small Medium Enterprises), HoReCa, F&B (food & beverages), Casual dining, USP (Unique selling Points)

ABSTRACT

India is one of the most valuable markets for the food industry in the world, it is also one of the most competitive markets. The brilliant side to this is that since the market is growing, service providers are coming up with more sophisticated ideas, different trends are being born and consumers have no shortage of choice. The unwelcoming side is that the restaurant industry in India is also ridden with challenges. The Food and beverage sector can be divided into two major categories, namely commercial and subsidized/welfare, the Commercial food and beverages sector high-income group residential society, is the focus of study as its location is convenient and cost-effective. However the F&B sector is characterized by significant challenges including long working hours, high employee turnover, lack of skilled labor, and wages against sleepless nights. While organizing the business in food service there are many challenges of regulatory norms and maintain growth with startup business in FS. Here is a list of top most common challenges that you will face in the restaurant industry in India regardless of your prior experience and also discuss the ways you can approach these difficulties to establish your restaurant business in India. Here are some challenges faced by food Service Industries and how they can overcome it!



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INTRODUCTION-

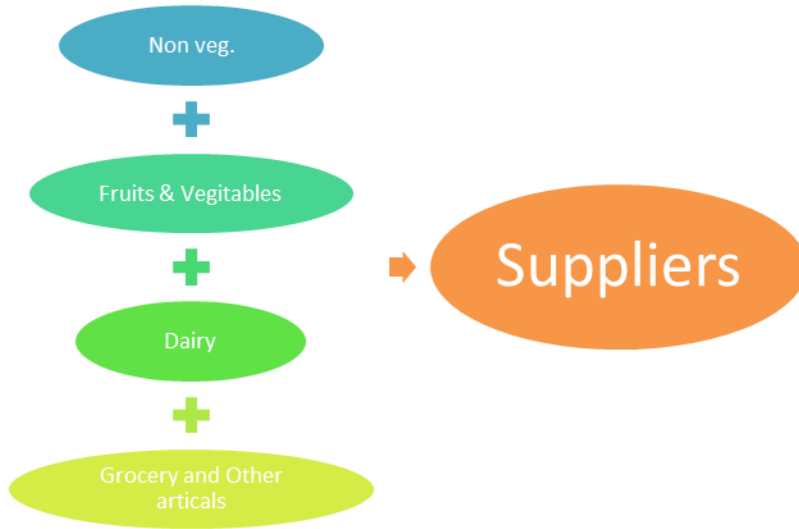
The entire world is watching with wonder the emergence of India as a major economic force. For this to happen, however, we need to have sustained growth in our GDP like in agriculture, manufacturing and service sectors because of the Indian economy is growing, Now a day's literacy rate is at 74.4 %, even in the state like Bihar literacy grown to 63.82%, We need to focus on all the three sectors of our economy since they are interconnected and equally reinforcing. We need growth strategies that provide our population with jobs and also create wealth in both our rural and urban communities.

Because of the increasing economy urban markets are developing on mega speed and most of the couples are working and love to eat outside repeatedly& majorly on weekends.so this became important to see the issues are incurring to develop the business and provide anadequate solution to develop Food Service in India.

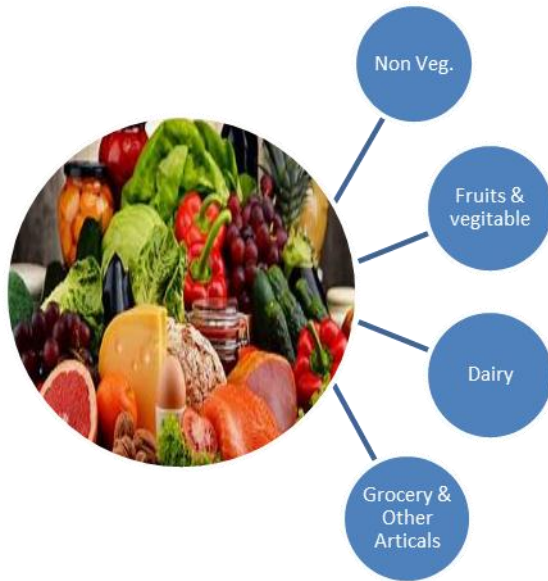
Food Supply Chain Sector in India –¹



Suppliers Service-¹

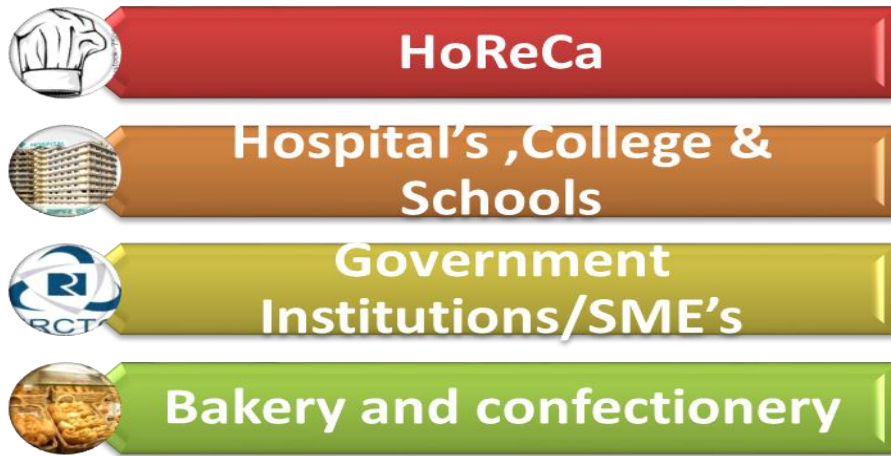


Local Distribution-Suppliers

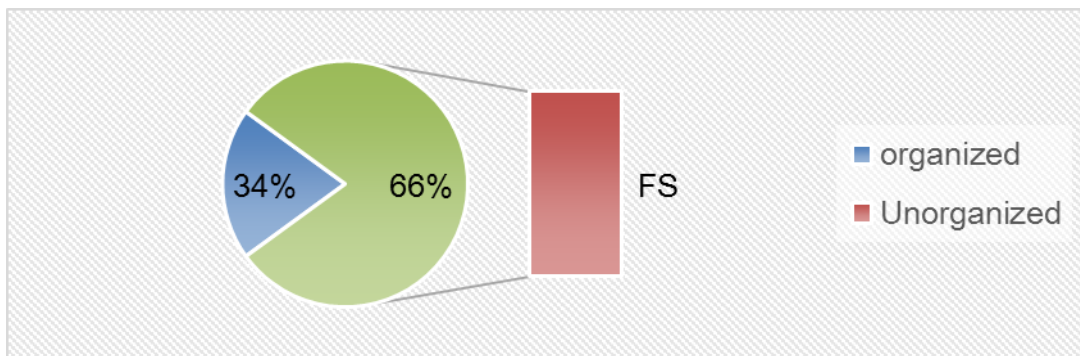


1- (Achieving Rural & Global-Supply Chain Excellence TheIndian Way Edited by N. Viswanadham- Indian School of Business -Gachibowli, Hyderabad 500032 in 2006)

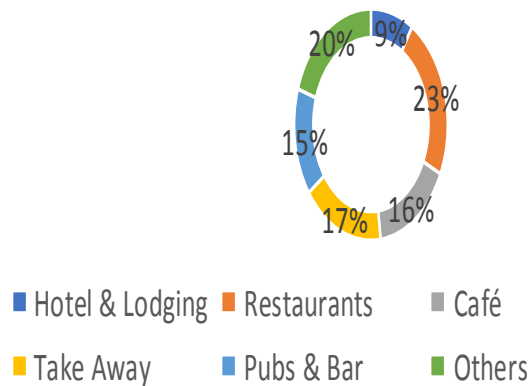
Business Acceleration point of Food Service-



Customer Segmentation of the Food Services Sector ²



Customer Segmentation of Food services-



2. Indian Food Services Industry: Engine for Economic Growth & Employment “A Roadmap for Unlocking Growth Opportunities”, FICCI report 2017.

In day to day life while Finding a happy work-life balance is very difficult when owning your own business, finding the time to do the ordering, financials, rosters, menu changes, marketing, and dealing with the day to day isn't easy – so what can be done to ensure maximum profitability and work satisfaction.

- Planning³ – get a weekly routine so that people know where and when you going to be in or out. This way when you're in, you're in. When you're outcall if it's urgent.
- Prioritizing³ – set yourself lists of what's important and get these done first. Most of the time, the non-important stuff gets done before the important stuff.
- Delegating authorities³ – train your staff and allocate them work responsibilities. Important to take the workload off from you but it gives them something to learn and a sense of importance.

Being as organized as possible is the most important factor so with the intention of every minute you in the business, you should enjoy working in auto mode, all system, and process in place.

Do you feel your restaurant, café, bakery or hotel could be running better than it could?

In this article, we list seven of the most common problems food businesses face and how you can develop strategies to overcome these problems.

Menu Design-

To develop A great menu is a real balancing art. One of the most important for any hospitality business to makes is with the way they position their menu.

Is your menu up to graze, we should think about the prospective as under:

Large menus- always take consumers longer time to order, You are moreover required to order more ingredients, increase longer waiting time while preparation and serving, resulted as slower turnover rate with kitchen staff attenuation over each other.

The best menu should ensure – your Menu is easily readable, Make your menu easy and attractive like a tour for the Guest it felt mouthwatering after reading and seeing the dishes print, it should be clean, should take care no food & oil spot, should not produce whiteout and mark out mistakes or changes, our staff should aware that menu can answer question and recommendation, it should include the website ensure easily search by Mobile phones, serve with unforgettable hospitality to you customers.



Customer Service & Interaction⁴

The First Impression is the last- First impressions are crucial in making your business memorable. Poor service can make great food and its surroundings superfluous.

In contrast, a satisfied customer will return to your establishment and also recommend you to other customers, Mouth publicity is the fastest communication in the advertising world it can be positive as well as negative.



While serving food quality is extremely important, it is the experience diners/Lunch/Coffee/bar- have from the minute they walk in the door to the minute they exit that counts. The outlet should remember to keep the customer's needs at the front position of every dining experience.

Here are a few tips everyone should follow-

Do it correct from the start -While food quality is incredibly important, it is the experience diners have from the minute they walk in the door to the minute they exit that counts. Restaurants should remember to keep the customer's needs at the forefront of every dining experience. Here are a few tips for accomplishing this:

While communicating with customers -Speak properly

- Welcome your Guest the minute they walk in the outlets.
- Should use respectful titles – sir, ma'am, and miss work well.
- Don't interrupt while they are communicating
- Listen attentively and pay attention to what they want.
- Should be thoroughly on your menu. Ask questions and repeat their orders to make sure you get it right.
- Who do you serve first? If there's a guest of honor, serve them. If not, begin with the women, then men, then children.

- Serve and clear food from the diner's left. If you have to reach in or interrupt, be polite.
- Serve, pour, and refill drinks from the right.
- When serving food, have a system so you know which plates go to which diner/Lunch.
- Never make diners/Lunch feel like you want them to leave.
- Don't make your diners/Lunch ask for the check. Clear plates, bring the check and process it on time.

While resolving a problem -Your next step in delivering excellent customer service is your finesse at dealing with customer problems and complaints. No matter how hard you try, something is going to go incorrect some time or another. Whatever the problem, your goal is to please the customer, It is crucially important that you deal with problems immediately. Don't let your customer's anger linger while waiting to work his way up the management chain. Here are a few tips for dealing with customer problems:

- Listen intently to their problem without interrupting.
- Own the mistake. Acknowledge that, yes, there is a problem. Let them know you are very sorry.
- Stay calm, especially if you don't agree with your customer.
- Maintain eye contact and watch your body language. Make sure your body isn't telling a different story than your words.
- Ask your customer what they'd like. Try to negotiate a solution that is acceptable to both of you.
- Always empathize, don't blame.
- Apologize another time!
- Solve the problem quickly and without drama.

Take their suggestions to improve service-When you allow them to leave Suggestions, you show them that you care and are always looking for ways to improve your food and your service. Your customer's observations can help you learn about areas that need perfection. The comments can also show you where you are excelling. You'll see what your customers see and in the end be able to provide them even better service, it will help you to build better customer relationships and enhance your restaurant at the same time.

Use of technology, we'll discuss an out-of-the-box way to deliver excellent customer service at your outlet. Incorporating technology will, of course, depend on your outlet type, but some form of technology can be worked into many different foodservice business models.

Online Ordering- The ability to instantly order from your online menu provides easy access for your customers. It allows them to conveniently browse and then order from your menu. Oftentimes they'll spend more money ordering online as they'll be tempted to try more. You can use prominent calls to action to encourage a larger order, don't forget the mobile-friendly responsive website. If your customer can't order online with ease on their mobile phone, it's time for a new website.

Table and/or Kiosk Ordering- Casual dining customers will find this ordering system quick and easy. They'll also appreciate the convenience and speed.

Offer Free Wi-Fi- According to research from industry data and analysis firm Technomic Inc., 65% of consumers in 2014 expected restaurants in the quick-service segment to offer free access to Wi-Fi in their restaurants.

Games at the Table- Parents of young children are often exhausted after a long day at work. Give the parents a break while occupying their children. Consider handheld gaming devices at the table, a TV/media room for kids (and the old stand-by – coloring books).

USP- We should have a USP (A Unique Selling Points)-Why should customers dine at my restaurant and not the restaurant next door?A fantastic menu and excellent customer service are essential to the success of your business, BUT they are not a unique selling point. These are just minimal requirements.Justpioneeringideas& reason for customers to repeatedly return to your restaurant is a necessity.

Examples-⁵

“Authentic Gourmet Chinese Cuisine Delivered to Your Door.”

“Simply Authentic Indian (Rajasthani/Panjabi, South Indian, etc..)”

“You’ll Love Your Meal or... It’s FREE!”

Operations-⁶⁻⁷ are most common -Managing the ‘basics’ of your business is critical to the businesses’ profitably. However, focusing on the basics can result in many small restaurants not paying attention to the following items as they manage the day-to-day operation of their restaurant:

- How many customers are you serving each day?
- Keep track of what sells and what doesn’t sell – if it’s not selling a minimum number per day then take it off the menu.
- Do you know what your most profitable menu items are? Are these selling more than the least profitable?
- What is your profit and loss for each week you are open?

If you know the answer to these questions then this will make the decisions easier and benefit the success of your business, under the mentioned point may guide for better operation.



- **Keeping up with market trends**
- **Having enough capital**
- **Providing health care coverage**
- **Effective inventory management and menu pricing**
- **Finding and training staff**
- **Adjusting to increasing food costs**
- **Keeping up with the rise of mobile**
- **Balancing costs of providing delivery with a profitable bottom line**
- **Maintaining online reviews and social media marketing**
- **Accurately tracking business intelligence**
- **Adjusting to rising minimum wages around the country**
- **Managing complex, rotating inventory**
- **Responding to shifting guest preferences and expectations**
- **Maintaining accurate, profitable menu pricing and planning**

Staff Supporting and retaining employees can save your business time and money, as well as keeping valuable skills that may be difficult to replace.

- We should take care of following steps to retain staff-
- Be firm, fair, and flexible – staff needs to know what your minimum expectations of them are from day one. Be flexible - this industry has odd hours so staff needs normality some weekends as well.
- Lead by example – show leadership, integrity, and maturity at all times.
- Review and reward – staff reviewable regularly, implement staff bonuses and rewards.

- Incentive program- Rewards for the best service employee or star of the day.
- Communication – communication is vital to any relationship and your communication with staff is no exception.

According to Jim Sullivan emphasized on 09 Suggestions to retain Staff in Foodservice outlets -⁸

Situational awareness- Review all of the factors that influence team member performance with your supervisor and compare them to how you currently supervise and grow your teams. Do you accurately understand and know how to duplicate exceptional performance? Are they open to new approaches and strategies for finding, developing, and retaining performers?

Stop managing people- Find better people who prefer to be led. Do this by creating a high-performing team that attracts like-minded performers. You don't find talented people as much as they find you.

Have a mentoring culture- Assign mentors for every team member in every position. Yes, dishwashers too. Mentors share insight and foster connection cultures. Each one, teach one.

Scout the competition- Professional sports teams routinely assess the talent and performance of their competitors, and the best restaurant companies do likewise. Make a list of the companies you most admire besides your own and learn what they do differently.

Make the First Day experience memorable. Demonstrate energy and enthusiasm when new team members join the roster. The supervisor should be visibly passionate about the organization's culture, values, and mission. Make the Second Day experience as energizing as the first.

Don't accept losing. Once you do, it's easier to accept losing a second time, and a third time. And so on n on. Set standards and stick to them.

Team-first mentality. When your team members are focused on making everyone better so that the team succeeds, performance soars and retention increases.

Depth matters. Bench strength and a talent pipeline are the twin scaffolds of a successful business. Hire and develop ahead of the need. You are never fully staffed because the best people

are still out there, working for someone else. Have a backup plan for replacing essential team members through development, mentoring, and training.

Re-recruit every shift. Somewhere between recruiting and retention lies the critical process of re-recruiting. This means keeping team members engaged and confident every day. It happens when managers bring focus and energy to every shift, showing appreciation and letting teams know why and how their work matters.

Give feedback - good or bad feedback is important to staff and constructive, meaningful, and real feedback will do amazing things for your staff and lead to improved work performance.

Remember: When you put great emphasis on your staff, you'll reduce costs over time and enhance your diners' customer service experience.

Marketing- is all about the commitment between you and your customers. A great marketing plan can do wonders for a business. Some simple steps that can help you in developing a marketing strategy or plan include:

- Firstly, create a marketing plan – set yourself a goal on what you want to achieve and make it specific (SMART). It should be short term, 6 to 12 months to begin with.
- Formalize your brand standards. This includes a mission statement, logo, graphics, guidelines, etc.
- Think about -Digital'. Social Media and Websites are essential.
- Respond to comments on review sites.
- Network within your community and businesses in the area – they can help you with spreading the word.
- Be creative with your marketing. Whatever your budget, there are inexpensive ways to market your restaurant.

Following steps for better marketing of Foodservice outlets-⁹



Foodie Photos

If you've ever logged onto Instagram, you'll understand that food porn is alive, and well, questionably the very best way to promote your restaurant online is with high-quality, drool-inducing photos. Visual content is in high demand online these days, and having delicious looking photos on your website and across various social media outlets is essential for drawing hungry eyes.



Consider hiring a pro to take some top-notch photographs, or try it DIY style with your smartphone. Be warned though – taking great food photos can be tougher than it looks, as lighting is often a key factor. Learn more about snapping your A+ food photos in this Gizmodo article. Some nice advice in this Udemey post as well. We have more ideas to boost your business here.

Loyalty Programs- **Partnering up with online food apps should be a consideration as part of your restaurant marketing plan. Partnering with online apps encourages visitors to check out your restaurant through gamification and loyalty programs which offer visitor's a free purchase or discount for visiting a certain number of times.**



Yelp- has tremendous power in the restaurant industry, and having a strong backing of positive Yelp reviews is like having a flock of golden geese – reviews from Yelp can do wonders for your business. I've written an entire blog post devoted to helping you get more Yelp reviews, so peruse that at your leisure.

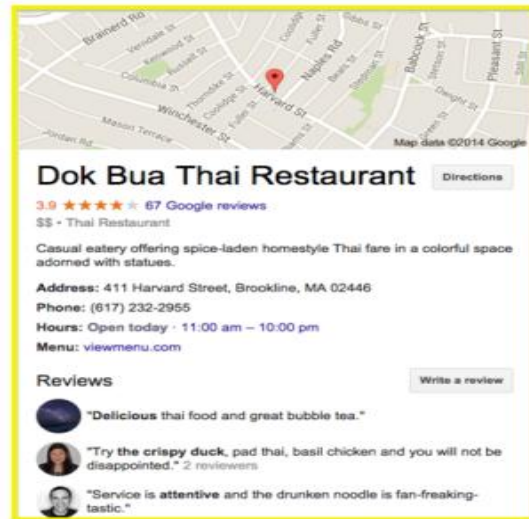
The most important thing to understand about Yelp is that people can and *will* review you, **even if you don't set up an account**. For that reason, as a restaurant owner, you should be proactive and dress up your Yelp account so it works *for* you, rather than against you.

This means adding as many details as possible, such as:

- Photos, and lots of 'em
- Store hours
- Location
- Menu
- Price Range

Fixed your Google accounts-Setting up your restaurant's Google+ account is as important (heck, maybe even more important) as setting up your Yelp account. Here's why:

When you search a business within Google, provides the business's details in the sidebar. Google's Knowledge Graph gathers a large chunk of its info from Google+, so having your business set up on Google+ is a huge bonus, as having your restaurant appear via Google's Knowledge Graph allows for more prime search real estate (for free)!



Also encourage visitors to review you on Google+, as Knowledge Graph loves to aggregate Google user reviews.

Entertain Geographically Targeted Advertisements'-For most restaurants, local is the name of the game. **Most folks are looking for good eats close to home**, and you'll get the most value out of your online marketing efforts by investing primarily in geo-targeted ads. Geo-targeting ads help you save money, ensuring that only users in certain cities or within a specific radius see your ads (eliminating non-relevant clicks, which can cost you big ad bucks).

Many online advertising services, from Google Ads (formerly known as Google AdWords) to Facebook and Twitter, offer geo-targeting ad options (at no extra cost). Be sure to take advantage of these handy targeting features to get your best ads in front of your best customers. For tips on Facebook advertising during COVID-19, check out this post: 5 Ways Restaurants Can Use Facebook Ads during COVID-19.

Be an Instagram friendly- Having a strong Instagram presence is another semi-obvious (but too important to ignore) restaurant marketing tip. **Use Instagram to promote your business's best visual content.**

Show off your storefront, get up close with your top dishes, and use this social media main stage as a place to **play around with your brand identity**. For example, an all-natural health food store might try snapping pics of people kayaking, cooking, farming, or other activities you think your fan base will enjoy, also be sure to **have some fun with hashtags** – whether jumping on the hype of existing popular Twitter hashtags like #ThrowbackThursday or inventing your own, hashtags are a great way to have some fun with fans.

Send Emailer-Remember, your restaurant newsletter doesn't have to be weekly – in fact, users will probably appreciate a less flooded inbox if you simply send them a newsletter every month or so.

Use your email newsletter as a chance to celebrate your success, discuss new menu items, or share special discounts. Need some email newsletter templates or layouts? No problem!



Promote User-Generated Content- (lovingly dubbed UGC) is a great way to develop personal and intimate engagement with users. Host a photo contest by asking customers to share their favorite meal at your establishment, and share the entries on a dedicated content page (and/or

share submissions across your various social networks). Consider awarding some random lucky contestants with a free appetizer or another prize!, Hosting and promoting user-generated content **shows customers that you appreciate them**, turning occasional visitors into die-hard devotees.

Show off to your Staff-In an age of robotic customer service reps and soon to be self-driving cars, the human element is severely lacking. Show off your staff doing what they do best! Seeing happy, smiling employees does wonders for your reputation, as customers long to be served by joyful workers.



Showing off your pleasant employees also provides major reputation points – happy workers say a lot about a business, and fans are sure to take notice.

Always Monitor your Social media Presence-Social media marketing strategies are an undeniable force in today's world. Pamphlets and delivery menus slipped under doorways simply won't cut it anymore, often, the restaurants with a strong social media presence as part of their restaurant marketing plan are the ones that fare the best, and in the competitive food industry, ignoring social media is a death sentence.



Of course, you'll want to **create a Facebook business page** and a **Twitter account** to share special discounts, exclusive coupons, photos of your newest dishes, and promote your news accolades. But setting up your accounts is only half the job – it's also essential you keep up with activity happening on your social sites.

Always Share Positive News- Another major restaurant marketing tip – when you're mentioned in a news outlet or magazine, be sure to **show off your good publicity on your website and via social media**. Fans will spread the word, and newcomers will be encouraged to visit in person when they see trusted sources celebrating your restaurant.

Set Up Google Alerts- notify you when your business name (or other designated keyword term) appears in a new piece of content on the web! This makes it easy to keep tabs on who is talking about you and your accolades. (If Google Alerts aren't working for you, try to mention other web mongering applications also.

Blog Writing -Starting your blog is a great way to build community and engage with your customers. Blogs offer the chance to experiment with your restaurant's voice and personality. Share your successes and struggles, funny stories, recipes, and anything else you think might interest your customers.



A blog can be a huge project, but it doesn't *have* to be. **Keep your blog as simple or complex as you'd like.** You don't have to be constantly posting (quality over quantity), but it's good to have your restaurant blog set up for when you have an announcement or news you want to get out to the world. If you're serious about taking over the world, check out more blogging tips here.

Verify Your Outlets online Details Accurate - Eaters love to do research online – in fact, 89% of consumers research a restaurant online before dining. This is why it's of **vital importance that all your restaurant details are online and up-to-date**, including address, phone number, hours, your current menu, etc. The stronger and more accurate your online details are, the better.

Building your restaurant's- brand identity can have a big effect on your social media performance. Your goal should be to build your restaurant's identity around your target customers.

Does your food target patrons who prefer healthy eating? Or does your restaurant have a more beer-and-wings kind of vibe? **Understand who your target patrons are**, then build your brand around what they are interested in. Reflect these interests on your social media platforms and in your promotional material.

Twitter- can be a true treasure for restaurants, and timing your tweets can have a big influence on hungry stomachs. Try crafting and scheduling tweets at different times of the day to specifically target the breakfast, lunch, or dinner crowds (depending on your offerings).



Good Menu-Users love to do research online before ordering from or visiting your restaurant. **Don't make users scramble to find your menu** – publish a high-quality, easy to read menu that is up to date and accurate. Not sure how? Some delivery sites like those mentioned below offer to publish your menu online for free.

Still, you'll want to make sure to have your menu published on your website, since that's often the #1 piece of information users are looking for when visiting your site (along with hours, location, and contact info).

On-Line Order Facility-In today's online-driven environment, ease of use is the name of the game. Many online delivery services streamline the ordering process, and internet-savvy patrons often love taking advantage of such delivery services.



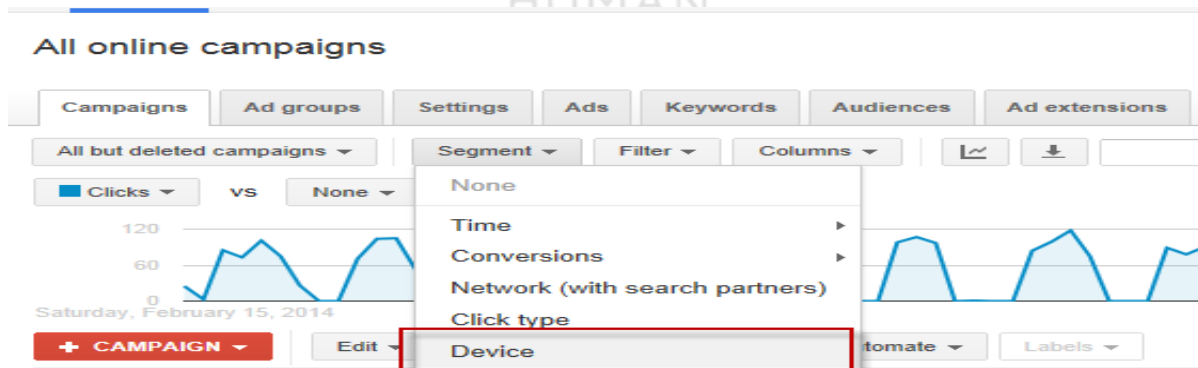
Consider partnering with services like:

Swiggy, Zamato, Food Panda,Box-8,Fassos,KhayeJao Tech Kitchen, etc....May possible **Some customers may even discover you for the first time** through services such as these!

Providing coupons and discounts for your restaurant is always a surefire way to bring customers running. Offer a free dish to your new email newsletter subscribers (we can show you how to get more of those too).Alternatively, you can try advertising a discount through Groupon or Living Social – if you go that route, you’ll get a TONS of exposure, but you’ll end up paying a hefty portion of sales to the deal website, so keep that in mind.

On-Line table reservation tools- One fine dining restaurant marketing idea is to consider signing up for Open Table. Open Table is an online reservation tool that lets customer’s book reservations for your establishment online! Patrons love it when you make life a bit easier for them, and Open Table already has a base of loyal customers you can tap into.

Mobile Add- It’s predicted that this year, half of all paid clicks on Google will come from mobile! **Restaurants are one the best candidates for mobile ads**, as users are often looking for nearby dining options while on the move. Mobile ads tend to be cheaper than desktop ads etc.



Collect the business Cards or customer Details -Let customers drop their business cards into a bowl for a raffle. The reward can vary –lunch for the winner and 10 friends, a 2-hour happy hour with discounted drinks, whatever you feel like!

Not only are these raffles fun, but you can also make use of those business cards by emailing customers. Let them know that while they didn’t win this time, they can sign up for your

newsletter to be notified of their next chance to enter, plus the opportunity to hear about discounts and other offers they'd enjoy.

Food Truck-Starting a food truck isn't for the faint of heart – it's a tremendous endeavor and, depending on the kind of truck you want to buy, it can be very pricey. However, starting a food truck enables you to dish out your food to folks you might never normally come in contact with.



You can greatly extend your reach, build more press, and acquire new fans who might love you so much that they become patrons of your brick-and-mortar location as well!

Always use Local Ingredients-Customers love to hear that they're eating local, and sourcing local ingredients from nearby can do a lot to boost your fan base and give you a positive reputation in the community. If it's not out of your budget, definitely consider this option!



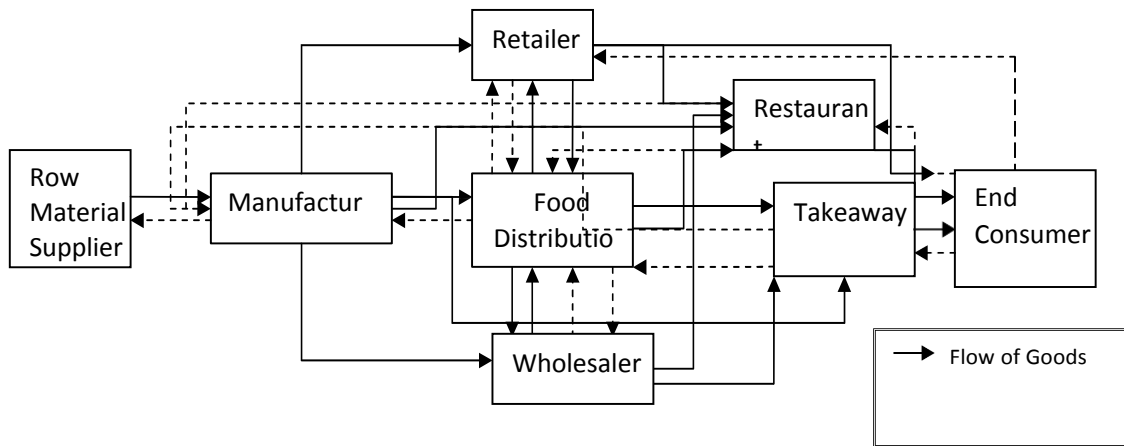
Cash flow- is the lifeline of your business. If your business is suffering from reduced cash flow then here are a few things that you could look at:

- Make sure you're getting the most from your menu: if you feel prices are too cheap or that you can get more from some of your products, increase the price.
- Stock and work-in-progress: manage your stock and ensure you have a rotation method to reduce wastage.
- Budgeting and management reporting: also really important when it comes to managing cash flow.
- Owners should plan to have at least enough money to run for one year. Additionally, restaurant owners need to have enough financial resources to cope with unexpected costs and increases.

The complexity of Food Supply Chain-¹⁰Quality in a food service industry is “Functional quality in perception” which means how the customer receives the quality that should meet the expectations of customers. This is a real problem as the quality in the foodservice industry is unlikely to be perceived.

There have been frequent statements from different expertise associated with the meaning of Supply Chain Management (SCM). SCM is defined as a system whose constituent parts include.

suppliers, production facilities, distribution services and customers linked together SCM encompasses every effort involved in providing and delivering a final product from the supplier's supplier to the customer's Customer whereas warehousing, order management, distribution across all channels and delivery to the customers are among these efforts SCM includes the management of information systems, purchasing, customer service, sourcing, transportation, production scheduling, order processing, inventory management, warehousing and marketing.



SCM is a strategic management tool used to enhance overall customer satisfaction that is intended to improve a firm's competitiveness and profitability. As such, effective (SCM) has been acknowledged to be one of the most important aspects of business success, including the food distribution businesses.

A food distribution firm heavily involves procurement, order processing, customer service, inventory, and warehousing. Implementing SCM practices to improve the operations in a food distribution SME is not as easy as in bigger counterparts, maybe lots of complexities and difficulties in analyzing the operational objectives. Implementation of SCM in SMEs differs from a large enterprise.

CONCLUSION

The Food Service industry is made up of many diverse sectors operating across the globe. Each business in each sector is subtly different to its competitors and each market in which business is operated has distinctive characteristics. What may be new to one business in one place may not be new for other businesses in other places. Hence identifying common issues and predicting future trends is highly problematic.

This review of operations management at both the strategic and unit levels has identified a wide range of potential developments.

In foodservice Industries- The relationship between Quality of Work Life and perceived service delivery and productivity is very important, refer the chart as under-



Foodservice Outlets owners, operators, and supervisors will have ample tough operational challenges in outlets while running the business with a strong bottom line.

Employee retention is a maze in which most businesses take the wrong turn before even learning to walk, Now is the time to apply the same importance and resources to employee acquisition and retention as we do for food safety. Don't settle for good. What makes teams good won't always make them great.

The food service industry is tougher than a woodpecker's lips. We have an oversupply of restaurants and an undersupply of talent. We're over-managed and under-led. We're better at training than we are at recruiting, so we hurry-hire the wrong people and hope training will fix them, but there's no right way to develop the wrong person.

We cannot compromise with the quality of work, hygiene, and food.

-Health and safety needs (protection from ill health and injury at work and outside of work, and enhancement of good health),

-Economic and family needs (pay, job security, and other family needs),

social needs (collegiality at work and leisure time off work),

-Esteem needs (recognition and appreciation of work within the organization and outside

the organization),

-Actualizations needs(realization of one's potential within the organization and as a

Professional),

-Knowledge needs (learning to enhance job and professional skills), and

-Aesthetic needs (creativity at work as well as personal creativity and general aesthetics).

More and more educated youth are coming in participating in the economic growth of India so arise in the use of natural and organic products will be high, customer will shift towards e-commerce, because of more health-conscious the anti-sugar movement may see soon.

Still, owner of the foodservice outlets wisely thinks over as above suggestions-High growing rentals, too much competition, how to attract customers?, Lack of USP, High staff attrition and labor cost, balancing food cost, inventory management, maintain quality and hygiene standards, and assessment of food safety practices.

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