



IJSRM

INTERNATIONAL JOURNAL OF SCIENCE AND RESEARCH METHODOLOGY

An Official Publication of Human Journals



Human Journals

Review Article

September 2020 Vol.:16, Issue:3

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Critical Review of Traditional and Modern Ways of Food Service



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: B2B, GDP, CRM, FDI (Foreign Direct Investment), GST (Good and Service Tax)YOY (Year on Year), Foreign Tourist Arrivals (FTAs), D2R2C (dealer to retailer to a customer)

ABSTRACT

The value of history is that it helps us to understand the present and the future. In foodservice, knowledge of our certified tradition, helps us see why we do things as we do, how our business techniques for Foodservice have been developed and refined, and how we can continue to develop and innovate in the years ahead. An important message of history is that the way we do the business, now is the result of the business done by countless workers over hundreds of years, Food business techniques are not based on arbitrary rules that some chefs made up long ago. Rather, they are based on an understanding of how different foods react when heated in various ways when combined in various proportions, and so on and that is in the country like India where food taste changes after every 100 miles because of people are living with the different geographical condition in a different state. There is a big room for innovation and experimentation or that we should never challenge old ideas. But it does mean a lot of knowledge has been collected over the years, and we would be smart to take advantage of what has already been learned. This article reviews the writing relating of traditional and modern ways of Food Service, understanding of representative area using in day to day business for running the FS Outlets, majorly divided into two parts –Unorganized Food Service treated as traditional ways and Organized Food Service treated as Modern ways. It's a major study of the different kinds of Market structure and the tools to develop Foodservice organized sector-which will be the future of India and the dream of every Business organization, who wants to do or penetrate their product basket into the organized Food Service Market.



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INTRODUCTION-

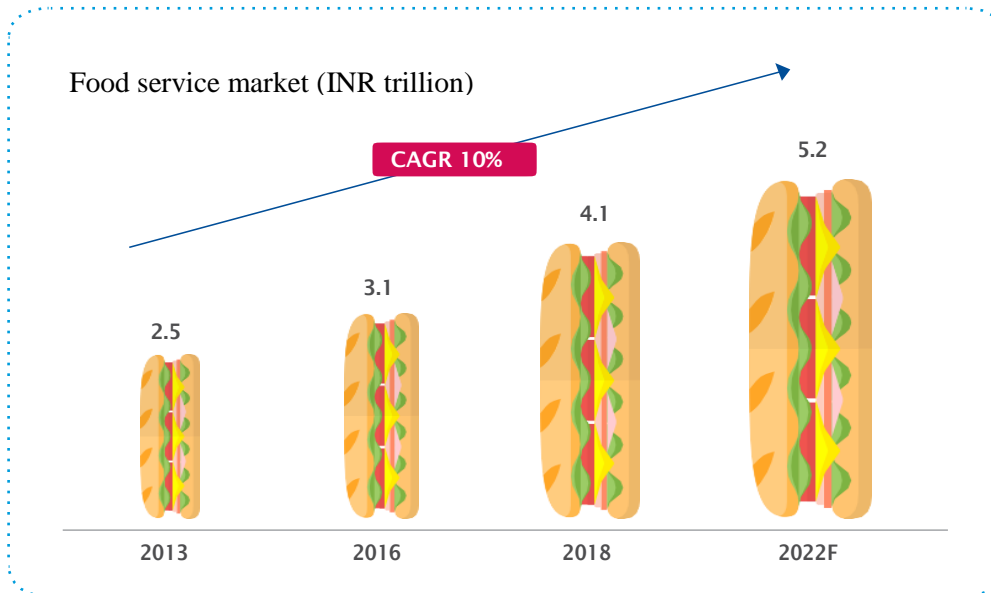
The Indian Food Service Industries is one of the most effervescent industries that has seen extraordinary growth in the recent past and continue to expand rapidly, this can be attributed to the changing demographics, increasing no's of working women, increase in disposable incomes, urbanization, and growth in the organized sector. The rapidly growing Indian economy and a stable government at the center have provided fresh momentum to the foodservice sector, liberal and investor-friendly economic reforms including relaxation in FDI (Foreign Direct Investment) and passage of the Good and Service Tax (GST) act, have helped uplift and strengthen the investor and customer sentiments. Rising in young population along with deep interest of eating outside and experimenting various cuisine frequently, has provided a platform of extreme growth opportunity for Foodservice Business in India, Simultaneously, technology played a major role across various facts of the foodservice value chain, starting from raw and unprocessed food inventory to ordering and delivering at consumers' doorstep. New range of web tools and mobile applications has pushed the boundaries of convenience further, were ready to eat food delivered as a customer's preferred place with a single touch on the mobile app or website.

Brief of Food Service and Market Share

India is one of the fastest-growing economies in the world. Driven by the changing demographics, stable government, favorable economic policies, and positive sentiment, the country's Gross Domestic Product (GDP) is projected to grow at 7.4 %. The Indian Food and Beverage (F&B) services industry is one of the most energetic industries to eyewitness speedy and extraordinary development over the past few years. The industry contributes significantly to the nation's economy and has been the favorite in terms of attracting investments. The Gross Value Added (GVA) by hotels and restaurants has witnessed an annual increase in both absolute and relative terms. According to the National Restaurant Association of India (NRAI), the restaurant industry is expected to contribute about 2.1 percent to the total GDP of India by 2022. Food expenditures constitute a majority of the population's consumption basket and the share is expected to grow further in the coming years as organized foodservice retail penetrates.

Factors such as grow thin consumption of food in terms of frequency of eating out, increasing trend of experimenting new cuisines, and greater brand and value consciousness, are expected to

create a direct employment opportunity for 5.8 million people in 2016 and contribute INR 224 billion by way of taxes to the Indian economy.



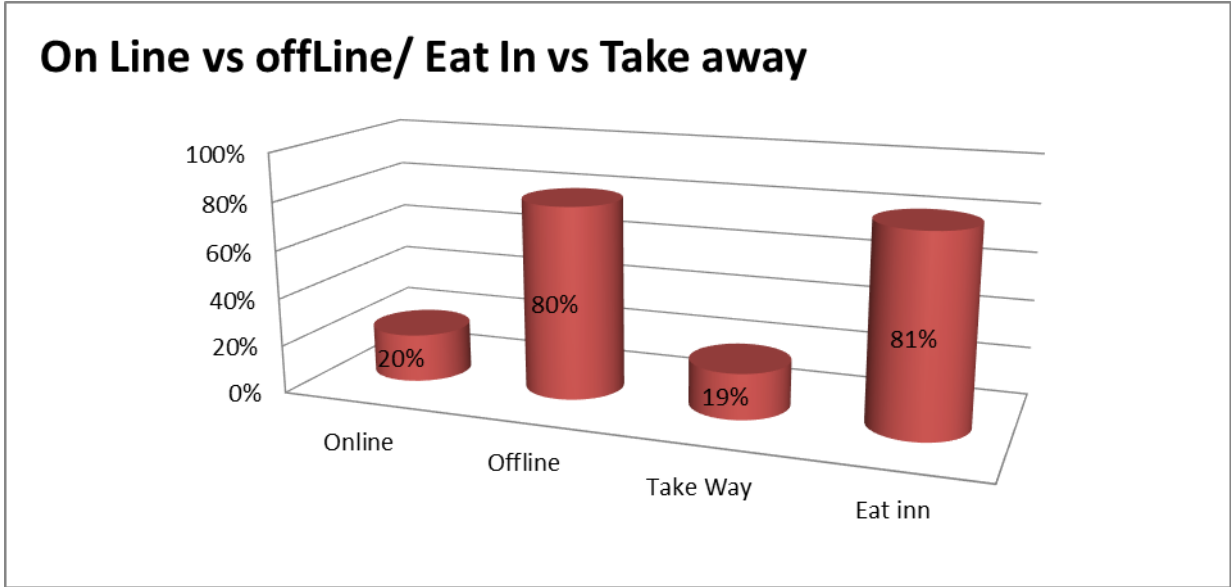
In terms of mode of retail, the Indian food services industry is dominated by offline or physical sales, accounting for almost 98% of the total retail sales value of the industry.

1-Source(s): NRAI India Food Services Report (IFSR) 2016 launched by Shri Amitabh Kant in New Delhi, NRAI website, 21/07/2016; Mumbai-based Bar Stock Exchange expands outlets to other cities, will foray into London and Singapore too, The Economic Times, 18/05/2016.

Online sales mode constitutes the remaining 2% of the total retail sales. However, the online sales value is increasing constantly as the industry progresses toward organized retail with increasing penetration of the internet in the country. Similarly, consumers prefer to eat their food when it is still hot and fresh. Approximately 81% of diners prefer to eat-in, as compared with 19% who either tend to get it delivered or prefer a take away.²

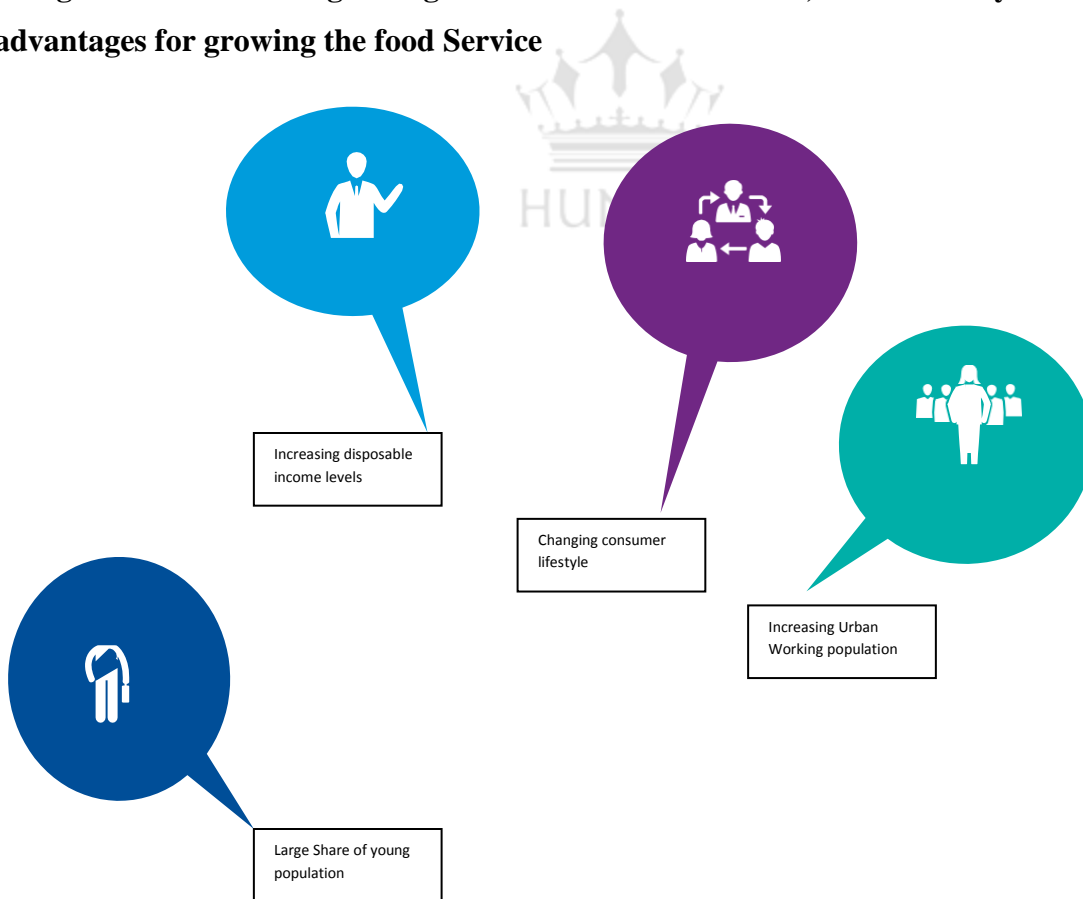
2-India Food Service Industries Growth recipe – KPMG-FICCI November- 2016

- Growing at a CAGR of 7.7 per cent from 2013, the NRAI estimates the Indian food services market to stand at INR 3,091.1 billion in 2016.
- The market is expected to expand at a CAGR of 10 percent during 2016 to 21, to reach a value of INR 4,981.3 billion.



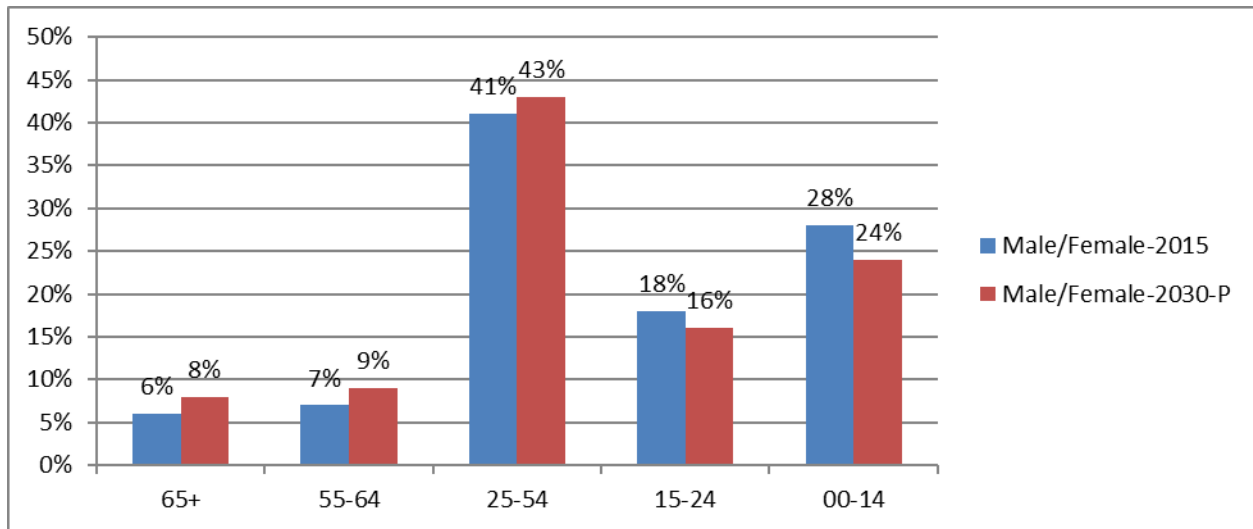
The food services industry in India can broadly be classified into four major segments-

Being one the fastest growing economies of the world, the Country offers multiple advantages for growing the food Service



Large Share of the young population keen to try new cuisine every day with a population of 1.3billion, India is one of the largest consumer markets globally. Demographically, it is also one of the youngest markets with more than 45 percent of the population below the age of 25years.

The country has the youngest median age (27.6 years) currently, among the BRICS nations and major global economies. With an estimated median age of 29.7 years in 2030, it would continue to be the leader in that domain.



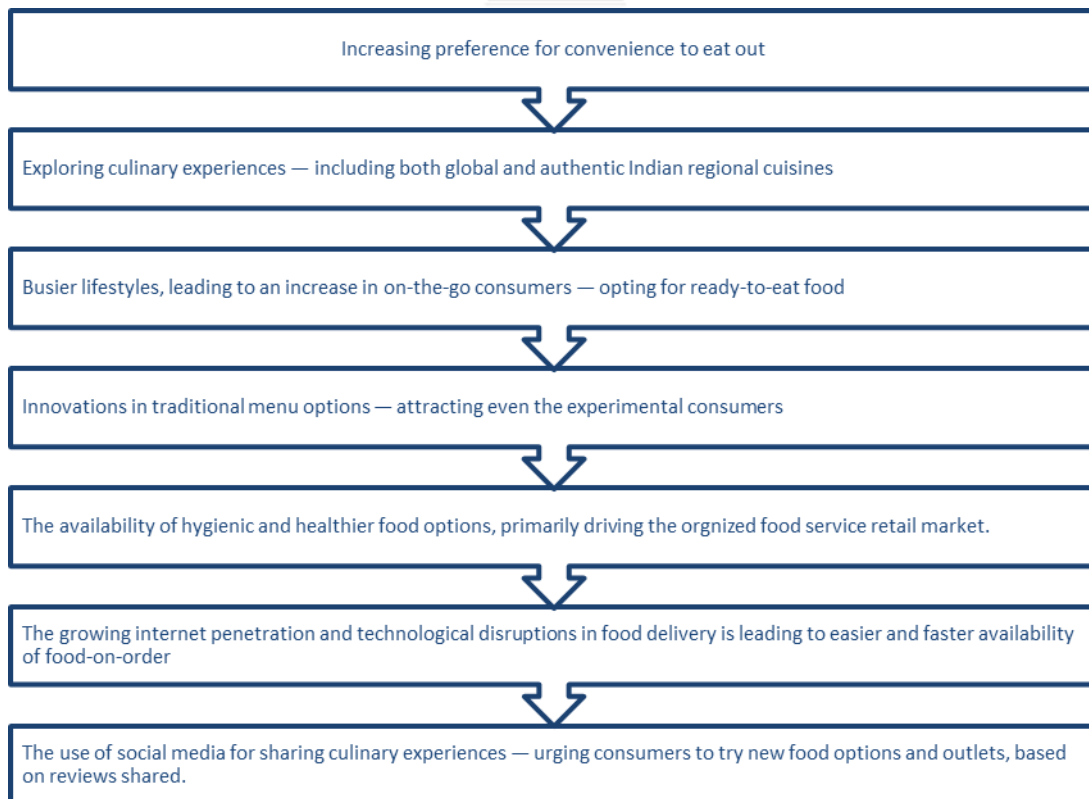
2015- Medium Age-27.6 yrs- 2030(P) Medium Age-29.7

According to the United Nations Population Fund (UNFPA), with over 350 million populations in the age group of 10–24 years, India has the world’s largest youth population globally. It accounts for 28 percent of the country’s total population. The psychographic profiling of youth reveals that a significant share of the youth population in India has a liberal mindset, encouraging experimentation and greater consumption.

About 60% of Indian millennials make more than three visits a month for eating out, according to a report titled “Food for Thought” released by real estate company CBRE. While high streets are dominated by domestic chains/ standalone restaurants, malls have a higher presence of international restaurants/chains, the report added³. Eating outside is often seen as a habit among youngsters, the youth population in India is expected to reach by 2022 465 million.

Increasing disposable income levels,

- The growing Indian economy has resulted in rising income levels, thus leading to an increase in disposable income. The country's household income and consumer spending are also expected to increase over the next five years, driving the foodservice industry and presenting a lucrative opportunity to the companies operating in the segment.
- India's disposable income is expected to increase from INR86.5 trillion in 2015 to INR 142.1 trillion, By 2022 growing at a CAGR of approximately 10.5 percent during 2015–20.
- The Country household income is expected to increase from INR 267,100 in 2015 to INR380,300 by 2022 growing at a CAGR of 7.3 percent over the five years during 2015–20.
- Changing Consumer Lifestyle-Rapidly growing young population, rising income levels, increasing use of technology in consumer space, urbanization, brand and style awareness, health consciousness, increased social media activity, hectic life routines, etc., have led to a shift in consumers' food buying habits. The following trends are pushing the foodservice industry towards a high growth path-



Increasing Numbers in Indian urban female workforce:

Although India's urban female Workforce Participation Rate (WPR) of 15 percent is lower, in comparison to global/other countries, the trends steadily changing as the rate is increasing 5.6 percent annually since 1991. It is growing at a faster pace as compared with 2 percent for rural females and 3 percent for urban males.

- According to 2011 Census carried out by the Indian government, the number of women working and seeking work grew 14.4 % between 1991 and 2011, compared with the urban women population growth of 4.5 per cent during the same period.
- Among all urban workers, women constitution increased from 13.4 per cent in 1972-73 to 14.7 per cent in 2011-12.
- The total number of women in the workforce increased more than three-fold, from nine million in 1991 to 28 million in 2011.
- The share of women in wage employment in the non-agricultural sector, as a per cent of total, non-agricultural employment, has increased from 13 per cent in 1990 to 18 per cent in 2005

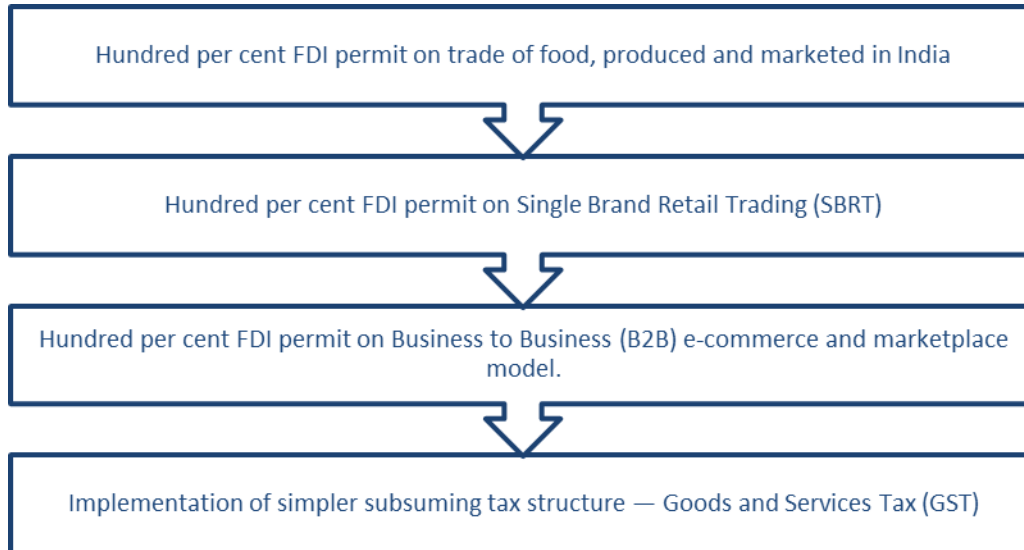
Percentage of women in total workforce



Supply Factor:

Liberal Reforms: The Indian economic liberalization has opened the gates for many major global food business operators, by minimizing the barriers to doing business in the country. The onset

of foreign majors, in turn, led to the modernization of the industry with global best practices and pushed the industry toward an organized market, these reforms also attracted private equities and venture capitalists to invest in the foodservice sector in India.



Technology and emerging Retail formats²

Emanating from quickly evolving technologies, new and disruptive retail formats are emerging at a fast-pace. Application-based online aggregators and the development of Third-party logistics service providers have introduced a whole new dimension to foodservice business in the country.

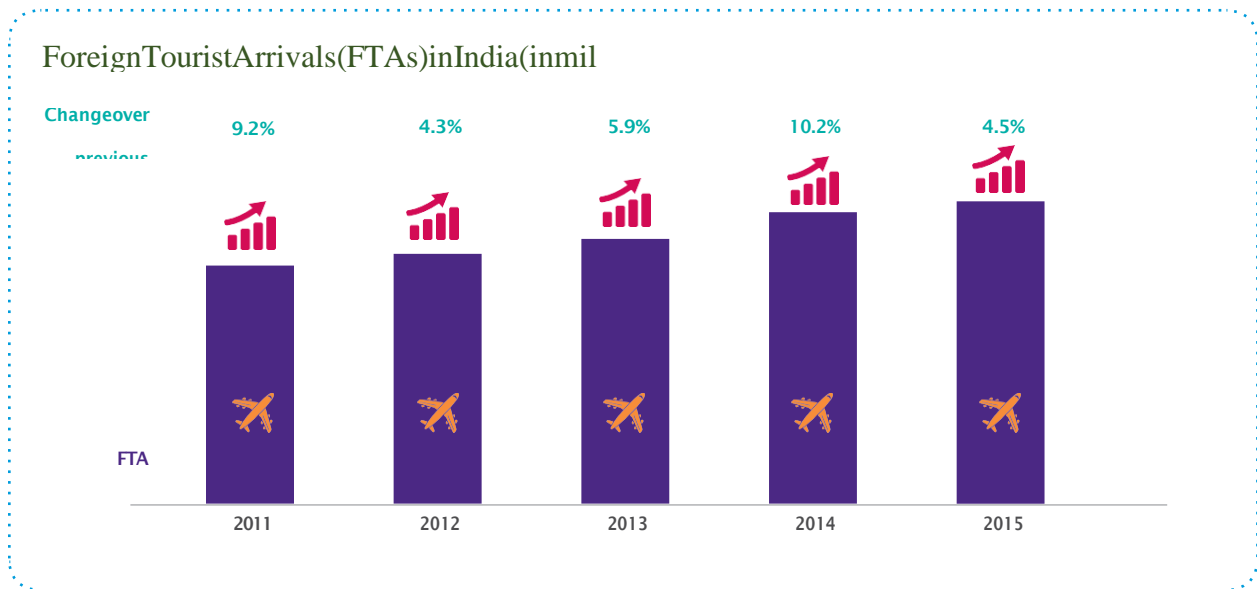
Dedicated food court sand food malls, and new retail avenues (such as airports, railway and metro stations, highways, amusement parks, hospitals, etc.

- The Indian Hyper Market grew 41% Year on Year in terms of revenues to reach a value of INR 1.65 Billion in 2015.
- Food Delivery (Online or take away) one of the major segments driving the hyper-local market in India, It constitutes about 60% of the total hyper-local market in India approximate INR 1 Billion.

Rising travel verity of Cuisiness²

There has been a consistent increase in Foreign Tourist Arrivals (FTAs) in the country, obviating the growth of the foodservice industry, specifically in the form of global cuisines. At the same

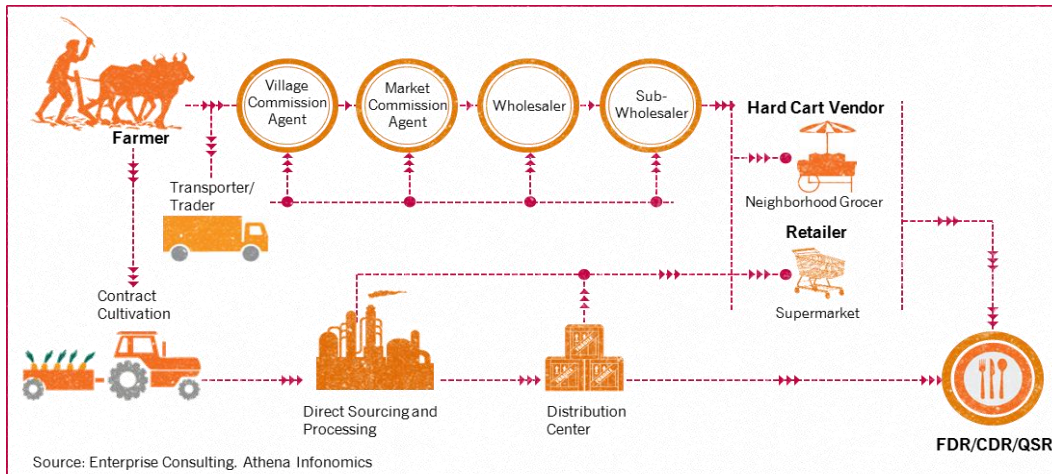
time, domestic tourism is also increasing, leading to the popularity of authentic regional cuisines and driving overall foodservice demand in the nation.



Improvement in the Procurement method- Directly from the farm (Contract farming)-To obtain the preferred product grades and quality at reasonable prices, companies indulge in contract farming—where the preferred product is procured directly from the farmer at an already agreed price. The government also promotes the practice and targets contract farming to contribute 4 percent to the planned agricultural growth targets, by 2017. Various domestic and foreign majors procure raw inputs directly from farmers.

While the supply chain is dominated by the traditional set up of traders and intermediates, a lot of venture capital and private equity activity has been taking place in developing robust food supply chains with the modernization of cold storage and transportation.

Shown in under mention Picture⁴



Upcoming trends and changing scenario- Technology as an enabler:

The Indian foodservice industry has evolved significantly over the last two decades new formats have emerged, service levels have improved and supply chain practices have become more efficient. Number of foreign as well as domestic has to start FS business in the country, owing to the prevalence of a

- The Use of social media as encourage customer connect.
- Evolution of the Indian food menu
- A-Localization in offering
- B- Fusion foods –unique Offerings
- C-Healthy Food

Several opportunities in FS, as key trends that are changing the face in the industries.

Transforming your RTM operations⁵

It's no secret that in emerging economies, brands have to work with millions of retailers, unlike in developed countries where a handful of retailers account for 70-80% of the sales. The latter

follows the Direct to Retailer to Consumer (D2R2C) model, which gives brands greater flexibility in managing their sales and distribution.



Identify

Identify the right regions, channels, and customers (retailers) to drive the biggest bang for your buck.

Onboard

Engage these customers and help them to adopt your retailer app. It is a function of (Incentive and Service) *i.e.* give incentivize to retailers to adopt your app and provide excellent service by establishing a "Just in time" supply chain.

Nurture

Nurture retailers by providing continuous offers and insights that can help them grow their businesses by implementing the right pricing, product, placement, and promotional strategy.

Scale

Scale customer digitization by building a multi-touch retail execution model across your business – channels, regions, product categories, and customers.

Organized and unorganized Food Service:

The Food Services Industry is classified into two Customer segments:

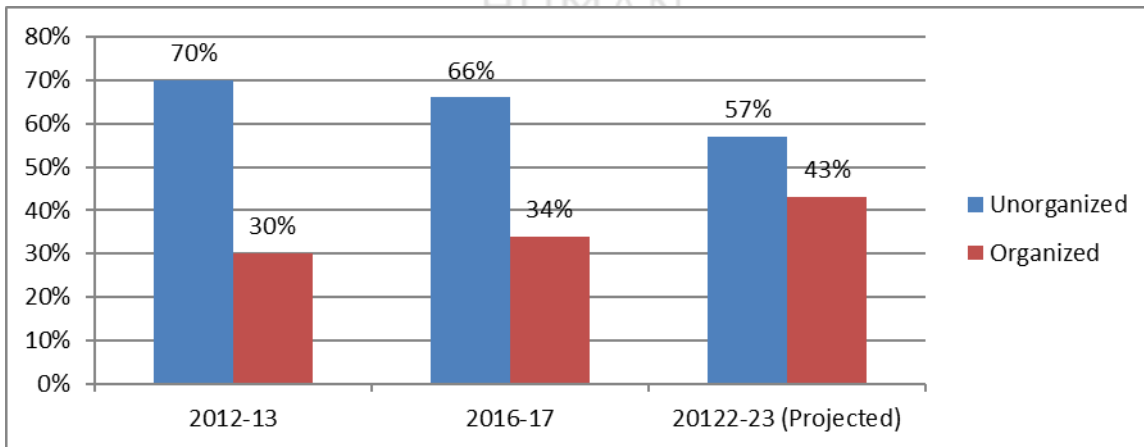
➤ Un Organized Customer Based on Economical traditional\ Regular Menu Based on a low income group or some regularly consuming because of an exclusive taste of the particular street stall for decades, This segment primarily comprises of dhabas, roadside small eateries, hawkers, and street stalls.

➤ Organized Customer Based -on accounting Transparency with quality control norms,& organized segment conforms to the above three parameters and is further classified in Chained and Standalone formats. Chained formats are domestic and international formats with more than three outlets present across the country. The Chained formats are further classified into six sub-segments based on price (avg. price per person), service quality and speed, and product offering.

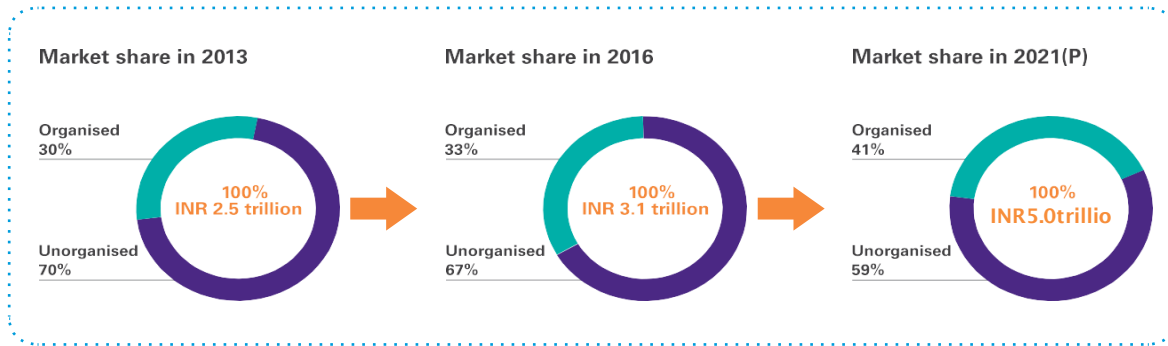
Food Service Market- (Organized & Unorganized) ⁶

CAGR-

Food Service Market	2013-17	2017-2022
Unorganized Market	6%	7%
Organized Market	11%	16%



According to KPMG-CII-Indian Foodservice Industries growth recipe²



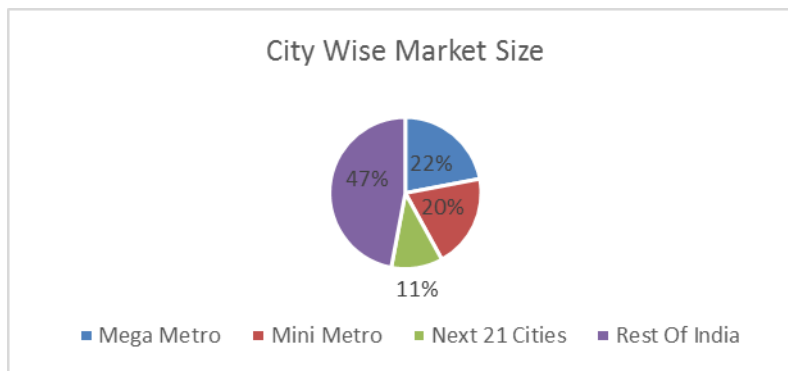
Structure of Indian Food Services Market⁶

Unorganized Formats		Average Price Point (INR)
The unorganized segment dominates the Indian foodservice industry. It lacks technical and accounting standardization. It comprises Dhabas and roadside eateries that have been the most common forms of restaurants and have traditionally addressed eating out requirements of Indians.		20-100
1. Dhabas / Roadside Eateries / Street stalls / Hawkers /Trolleys /Standalone sweet shops		
Organized Formats		Average Price Point (INR)
Dining	Fine Dining - A full-service restaurant with a specific dedicated meal course. Décor features high-quality materials with an eye towards the “atmosphere” desired by the restaurateur. The staff is usually highly trained. Fine dining restaurant usually targets rich and upper-middle-class consumer segments and offers a unique ambiance and upscale service.	750-3000
	Casual Dining - A restaurant serving moderately priced food in a casual atmosphere oriented towards affordable family dining. Except for buffet-style restaurants, these typically provide table service. This addresses the price point between fast food establishments and fine dining restaurants.	300-750
Bars and Lounges	Mainly serve alcohol and related beverages. Includes night clubs, sports bars, etc.	500-3000
	Example: F-Bar, Xtreme Sports Bar	

Quick Service Restaurants (QSRs) /Cloud Kitchens	They emphasize speed of service, low cost, and convenience. Also known as fast food outlets, for practical purposes, they are essentially characterized by minimal table service and can have a takeaway and/or home delivery format. Like- McDonald’s, Nirula’s, Domino’s, Haldiram’s, Subway, Bikanerwalas are some of the leading names in this category. McDonald’s, Swiggy, Zomato, Food Panda, Box8 Etc.	100-350
Food Courts	A relatively nascent phenomenon and being popularized by mall developers; also present at other shared spaces (for example airports, hospitals, and office complexes).	100-300
Cafes	Comprises coffee bars and parlors (for example Barista Lavazza, Café Coffee Day) and chai bars. These are casual restaurants that emphasize serving beverages and food is incidental.	200-350
Kiosks	A relatively new format which comprises Chinese food, corn, chat kiosks, and those from established branded players like Café Coffee Day or Nirula’s. Also includes ice cream kiosks.	100-200

City wise Market Size:

The top eight cities in India have been the center of development, especially for the organized Food Services. Due to increased economic activity, rising disposable incomes, a greater need for convenience, and an increasing women workforce, the chain Food Service brands have done well in these cities. The two mega metros, Delhi & Mumbai, contribute a total of 22% (11% each) to the Food Services market. The 6 Mini-Metros constitute ~20% of the Food Services market, while the rest of the contribution comes from the Tier I & II cities along with the rest of India.



Food Service with a prospering economy and a vibrant population of 1.3 billion people, India is today under the global spotlight for consumption-oriented sectors. Changing cultural dynamics and family structures has resulted in the creation of multiple households. These new households have spurred the trend of food consumption from alternate avenues (non-home cooked food). A larger workforce and greater employment generation in the liberalized economy is another factor that has contributed to higher discretionary spending on eating-out and dining-in.

Conceptual difference between traditional (unorganized) vs. Modern (organized) Vendor for food Service:

Identification of FSD and other verticals Distributions System	
Vendor for Unorganized Foodservice	Vendor for organized Food Service
Billing from counter	Majorly-Directly Billing to FSD & Institutional Customers (Industrials/Govt. institutions).
Have a customer base but buying may or may not be regular.	Have an organized Customer base who buys regularly.
Directly dealing with Traders/ Kirana's Shops	Directly Dealing with FSD Customers and Institutional or HoReCa/Bakery stuff Suppliers
Promoting based on Brand and price	Promoting based on Brand/Quality(Technically/USP) of the products.
Dealing in a particular product category as a whole	Dealing in all the products (Product Line/products Basket) required by FSD Customers.
Relation with Traders and WH/Brokers	Relation with PM/Chefs and owners of Restaurants and Institutional owners etc..
Maximum sales on CD or Low Credit	Providing 45-60 Days or more Credit to FSD Customers & Institutions.
Required Adequate Infrastructure/Marjory operating from Shop.	Required owned Adequate Infrastructure required by FSD Distribution
Price is the deciding factor for rating customer.	Retains customers through the Consistency of Services & Quality of the supplying products.
Price stability fluctuation as per the pricing Trends or depends on Market Sentiments.	Try to Give the same price for a longer period (or Contractual Rates)- create stability and consistency in the growing sales.

Majorly keeps 2/3 options or more-of a product.	Loyal to the company- Generally don't do the distribution of competitive products.
Staying in touch with the customer is not possible.	Maintain good relations & always stay in touch with the Customer.
Only pricing & Supply matters.	Feedback of the customer on a product is important.
Focused Working should be in 10 thousand above towns.	Focused Working should be in 10 Lac and above towns. (Priority to Metro/TLP than FLP)
Handling with existing product range or designed products as per the market sentiments with price Variation.	Handling with specific common SKU or Customized products as per key customer's a quality & price requirement.

B2B Format and e-commerce business worked as acceleration to facilitate organized food Service-

Sales through the B2B store /E-commerce Platform provide Solutions that cater to multiple segments of resellers and business customers through a membership-based system. core customers include hotels, restaurants, and caterers (HoReCa), which have a very strict quality policy as well as retailers and independent (Kirana) stores that are further feeding to Foodservice unorganized segment. In addition to that, we will also cater to service professionals like corporates, SMEs, enterprises, and institutions including government agencies, educational institutes, and hospitals. Products are categorized into food and beverages, kitchenware, food preparation utensils, household appliances, home decorative items, furniture, bedding, textiles, sports equipment, office equipment, stationery and office supplies, automotive equipment, lighting, maintenance tools, electronic products, and others.

There are some examples -organizations serving B2B platform through e-commerce –⁷



Amazon- Founded on: 1994 by Jeff Bezos **Headquarters:** Washington, US- Similar to Alibaba, Amazon is a memorable brand among people in various countries. Besides B2C e-commerce, Amazon plays a major role in B2B e-commerce businesses as in the name of Amazon Business. Stats say that Amazon reached \$10 billion in 2018 sales and this took only four years to achieve this success. This company is also landed on e-commerce, Artificial Intelligence, Cloud Computing, and digital streaming. The success of the Amazon is by providing better user experience and complete customer support with winning actions. Amazon is becoming the B2B model for new entrepreneurs.

Alibaba: Founded on 4th April 1999 by Jack Ma

No introduction is needed, **Alibaba**, aka Alibaba Group, is the famous multinational B2B e-commerce company in Hangzhou, China. This company includes core commerce, digital media, entertainment, and cloud computing. Their business brand is having different verticals like Taobao, TMall, Alimama, 1688, Alibaba Cloud, Alibaba.com. By launching a small website for small Chinese manufactures, exporters for international selling, Alibaba is now grown into a leading e-commerce and mobile commerce industry globally. Alibaba is always an evergreen example for the B2B e-commerce business as it faces many ups and downs before achieving a standard position in these B2B businesses.

General Electric: Founded in 1982 by a group of founders named Thomas Edison, JP Morgan, Charles A. Coffin, Edwin J Houston, and Elihu Thomson. GE is also a famous B2B conglomerate e-commerce company in New York having headquarters in Boston, US. The

company includes different industry verticals like finance, lighting, aviation, health care, renewable energy, and digital industry. The interesting fact about GE is Irving Langmuir and Ivar Giaever, the two GE employees were awarded the Noble Prize. Popular for an electrical and electronic equipment supplier, this GE is also a good example of B2B businesses next to Alibaba.

IndiaMart: Founded in 1999 by Dinesh Agarwal and Brijesh Agrawal is one of the leading B2B e-commerce companies in Noida, India. Working with a mission of “to make doing business, easy”, IndiaMart connects buyers and sellers with their high-quality B2B products like Apparels, Industry Machinery, electrical & electronics, etc. India Mart is connected with 47lakh suppliers with its smart marketing strategies. At digital summit & awards, IndiaMart was also awarded the ‘best online classified website’ in 2018.

AutoGlobalTrade: Founded in 2001 Aka AG is one of the multinational B2B companies in Switzerland that landed on the automobile trading field. The company will export and import quality vehicles to 90 countries globally. They are the leading trader of Ford, Chevrolet, Lincoln, GMC in three major continents like America, Europe, and Asia. Since the sales team is the bridge between this company and their targeted clients, this company has a team that will communicate with 20 different languages; this is also an advantage to gain traffic from worldwide and to understand their customers easily.

e WorldTrade: Founded in 2006 is one of the largest B2B companies in the US, named for the electronic marketplace. It has worldwide manufacturers, clients, and suppliers with quality services. As an ISO certified company, eWorldTrade appreciated for their customer satisfaction. The products are minerals, machinery, plastics, home appliances, etc. Their goal is to encourage their traders to handle free trade without limitations and also aimed to increase the GDP of each trader’s country. This goal will help their team to achieve step by step success in this B2B business.

Quill: Founded in 1956 by Jack Miller-**Headquarters:** Illinois, US it is a B2B e-commerce company with office supply products. By targeting the right customers, Quill provides office supply products to small and medium scale businesses. The products include Paper, Ink toner, furniture, breakroom supplies, etc. Since the team is focusing on a niche, they reach the

customers easily. They run an effective email marketing campaign by providing exclusive deals and coupons. Since customers are everything to the business, they provide customer support and also make the new customers subscribe to their business to increase sales.

Grainger: Founded in 1927 by William Wallace Grainger-**Location:** Illinois, US. As a traditional B2B company, Grainger plays a major role in today's B2B e-commerce industry. The main reason for the popularity among so many years is customer satisfaction. Grainger is remembering the customers and enhance its website based on user requirements. An interesting feature in this Grainger is you can shop easily as a guest without involving in a login process. Another thing is that the search filter is optimized widely to find the depth product quickly. Hence, providing the best user experience helps Grainger to stay stable in this B2B e-commerce business.

Trade India: Founded in 1996 by Bikky Khoslais a B2B e-commerce portal where small B2B businesses in India enrolled their companies in this portal to get recognized by their targeted clients. This business is different from the other businesses (mentioned here) as it is not selling B2B products but provides a platform for small B2B companies to sell their products. Hence this is also one of the best business ideas to get involved in the B2B industry as a B2B portal provider.

Kekseliias: Founded in 2015 by Victor Xing-**Location:** Los Angeles, CA The name Kekseliias has a meaning of finish expression of creativity and it is one of the top B2B e-commerce companies focusing on the financial field. As the name sounds, the Kekseliias team designed their website with an appealing UI/UX design. Without making a boring financial site, the interactive web page of this company helps its customers to do their tasks easily on the website. This is famous for providing quality financial services like interest rates, investment research, monetary policy analysis, etc., based on the finance niche to their B2B traders.

Walmart: Founded on 31 October 1962 by Sam Walton Located in the US, Walmart is one of the multinational retail corporations ruling this e-commerce industry. The Walmart branch in the USA and UK is completely based on the B2C process. However, **Walmart India** is based on the B2B process as it sells its products only to traders. According to statistics in 2019, Walmart is

the world's largest company by revenue. Walmart India, a B2B website, landed on many states in India and any vendors can easily sell their products on Walmart's B2C marketplaces.

Curbell Plastics: Founded in 1942 by brothers Edmond and Leonard Leone, Curbell is a company with subsidiaries of Curbell plastics and Curbell medical products. As the name signifies, Curbell Plastics is a B2B company in New York providing plastic products to its targeted clients. It is becoming a popular supplier of plastic sheets, rods, tubes, and many other plastic related products. Their success is also achieved by providing better customer experience with its business website. The site is also accessed on mobile without issues. By offering the products based on understanding the user needs, the Curbell plastics are playing a popular part in the B2B field.

Mckesson: Founded in 1833 by three members like John Mckesson, Charles Olcott, and Franz Ludwig Gehe. In the US, **Mckesson** is a pharmaceutical-based B2B company providing medical products to retailers and traders. Their educational blog will help its clients to better understand this field clearly. In 2017, Allscripts, a global healthcare technology leader announced that they acquire Mckesson for \$185 million. This shows the popularity of Mckesson as they supplied quality medical products to its clients.

V-Belt Guys-Founded on: 2008**V-Belt Guys** is a B2B company in South Dakota, US, providing one product with different applications. In general, the niche-based companies will reach the customer quickly as they concentrate on one field. That is why the V belt is appreciated by its clients for their quality belt services. With different purposes of a belt, the customers will purchase based on their requirements and this company gains profit by making interactive search filter sites.

Ferguson-Founded on: 1953 by Charles Ferguson **Ferguson** is one of the largest B2B companies providing plumbing and building products to its clients. Headquartered in Virginia, US, Ferguson believes in content marketing. Hence the company provides clear information about their business to its buyers like product description, useful images, etc. This content creation along with quality plumbing products helps Ferguson to become a part of the famous B2B companies list.

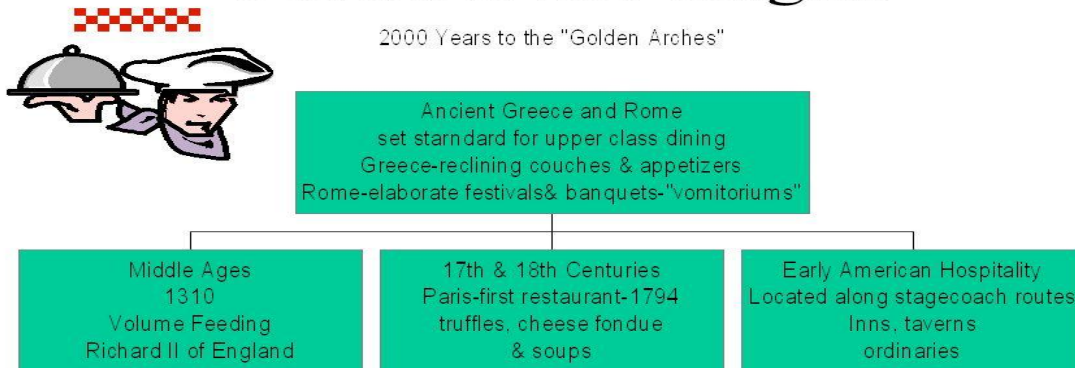
Fire Rock-Founded on 2004 By Jeff Stevens-Located in Alabama, US, **Fire rock** is also one of the famous B2B companies providing building materials of the home to their clients. With high-quality materials like wood flooring, cedar roofing, etc., and images displayed on the website; it drives the targeted customers easily. Their one of the main sources of traffic is from Pinterest, where the team provides useful images. Also, to make the customer's task easier, Fire Rock offers a blog where their businesses are explained clearly. There is some more platform are popular in India –As metro Cash n carry, Reliance and Walmart, etc.

Ancient Food Service

The foodservice industry is both old and new. It is old in that humans have prepared and eaten food in groups since the earliest times. It is new in that it has changed greatly in the past 150 years. There is evidence that before 10,000 B.C., tribes in Denmark and the Orkney Islands off the coast of Scotland cooked food in large kitchens and ate together in large groups. Swiss lake dwellers left records that show that they dined in groups around 5000 B.C. Pictorial evidence in the tombs and temples of the ancient Egyptians also show that people knew how to prepare and serve food for large groups. There is also evidence in these pictures that prepared food was sold in their marketplaces, just as it is today. Vendors also sold food in the streets. ⁸

- Early Inns provided wholesome food and local brews as part of their service to the traveler.
- It was only later that food and beverage become specialized service when independent restaurants and pubs serve the local and traveler public.
- An early type restaurant was the coffee house, which appeared in England in the mid-1600S.
- By the 1800S there were approximately 3000 plus coffee houses in England alone.

Food Service Origins



Type of Food Service outlets:

Change isn't always a good thing. When it comes to tried and tested edible formulas, which in turn amount to the kind of restaurants that only get better with age, we're willing to go as far as to say...change sucks. We started this one out with the idea of keeping the list closed to pre-independence era joints alone, but as we brushed away the culinary cobwebs, we decided to refrain from ageist tendencies. Here are 15 of India's oldest, and thereby, most iconic restaurants, you need to know and sample.⁹

Indian Coffee House, Kolkata- We wouldn't blame you for being surprised; this is on the list considering ICH has over 400 branches spanning the length and breadth of the country now but its most popular branch at The College Street, Kolkata, was founded in 1936.

Mavalli Tiffin Room, Bangalore: MTR was founded by Parampalli Yajnanarayana Maiya and his brothers in the year 1924. The food served at the MTR is cited to be regular, wholesome Karnataka Brahmin fare and has its origins in the Udupi Brahmin cuisine of the coastal region of Karnataka but we can vouch for the fact that there's nothing 'regular' about its taste there.

Allen's Kitchen, Kolkata: Allen's Kitchen is yet another landmark in the culinary landscape of the city of joy. This restaurant has been around for over 132 years (founded by Mr. Jibonkrishna Saha) and still holds its own amongst the plethora of eateries that have cropped up all over the city,

Sree Sagar (Central Tiffin Room), Bangalore:

Bangalore does love its Tiffin Rooms. A melting pot of creativity, CTR was Bangalore's answer to Kolkata's ICH as it played host to several writers and poets in the 1940s and 1950s due to which the name CTR has been immortalized by several literary greats and works.

Glenary's Restaurant, Darjeeling-This 100-year-old establishment is just the kind of thing that would fit in well on a Darjeeling 'Lonely Planet' guide. Retaining all its old-world charm both in terms of flavors and aesthetics

Leopold Café in Mumbai-Remember the Indian/Sepoy mutiny of 1857? Well, so does Mumbai's Leopold Cafe. Or almost, anyway. Established in 1871, Leopold Café (better known as Leo's) is one of Mumbai's oldest restaurants and it shows no signs whatsoever of ever hanging up their aprons. They'd probably witness a real mutiny if they tried.

Buhari Hotel, Chennai -Holding tight to its reputation as Chennai's oldest restaurant, Buhari became significant for being one of the first eating establishments to open post-independence, thereby becoming representative of all the new freedoms available to people in the country.

Karim's, Delhi-Much like Indian Coffee House, you'd be excused for thinking this was the latest fast-food chain now but one look at the original eatery, established in 1913, and the years epicurean legacy shine through. Bang in the middle of over-crowded Chandni Chowk and around the corner from the exquisite Jama Masjid, Karim's epitomizes the word legendary.

Flury's in Kolkata-They say Flury's shares an 'umbilical bond' with Bongs, Brits, and the Old Kolkata Schoolboys' Club. Set up in 1927 as a tea-house by a Swiss couple, Mr. and Mrs. J Flury, who made Calcutta their home, today, Flurry's is arguably the most famous coffee shop in Kolkata, taking up prime real estate in the middle of the upmarket Park Street. Enormously loved for their omelets, cream of mushroom on toast, doughnuts, and hot chocolate.

Britannia & Co., Mumbai-Unless you've been living under a proverbial rock, you've already heard about Britannia, sampled their beri pulav, and napped for many hours post countless sumptuous feasts here. You've also probably rushed through lunch-time traffic, hoping against hopes you'll get there before they pull their shutters down at 4 p.m. and if you made it, you

probably succumbed to the adorable, octogenarian owner's suggestion of having a sweet fresh lime soda to accompany your meal, whether or not you feel like it.

Moti Mahal in Delhi-Delhi has several restaurants that are soaked in antiquity and Moti Mahal in Daryaganj remains, to this day, a time bubbling is a menu untouched since 1947, but even their décor is exactly what it was when the doors first opened. To date, you can hear qawwali singers in the courtyard as well but there is one difference. In those days, Moti Mahal was virtually the only restaurant in Delhi.

Samco, Chennai-Samco's isn't too good for, or too beneath anyone. There's no place for authentic Hyderabadi cuisine that comes packed with as much flavor and as much heart as a single dish from this restaurant and it's a place where people from all walks of life come to drown their sorrows, joys, and cravings alike in a common love for good food and better service.

United Coffee House in Delhi-The year was 1942, and India, still a British colony, was off fighting the Second World War. But Delhi's Connaught place was still bustling with the fervent energy that set it apart from the more subdued times as far as culinary experiences were concerned. In this unique space.

Development of Restaurants industry in India-¹⁰

While India has always been a food-loving country with each region having its special cuisine, Indians have never been very big on eating out. But all that is changing now. The restaurant industry in India has been increasing at a rapid pace over the last decade or so and the growth story is set to continue for the next foreseeable future. There were nearly 22 lakh hotel and restaurant establishments in India in 2002.

But the real game-changer was the entry of American fast-food chain McDonald's into India in the year 1996. Indians, who had limited exposure to American food until then, lapped it up and gave rise to a huge upsurge in the quick-service restaurant (QSR) industry. The following years saw the establishment of many international fast-food chains such as Dominos, Pizza Hut, KFC, etc.

Another interesting development for the restaurant industry was the rise of niche restaurants serving specific cuisines and specialties. Niche restaurants like *Oh! Calcutta*, *Pind Baluchi*, and *Zambar* made inroads into the Indian market.

As India went through another invasion – that of the mall culture – Indians were treated to a whole new concept of eating. Food courts made their foray into India and thanks to their quick service, value for money pricing, and casual atmosphere, had soon captured the imagination of the Indian consumer.

The restaurant industry went through a technological revolution of sorts in the last few years with the emergence of the online food ordering service. The trend gave rise to many entrepreneurs who began food ordering startups like TastyKhana, TinyOwl, and Food Panda. Ordering good food was now possible with the press of a button and the Indian consumer couldn't be happier.

History of the restaurant business in India

Food is a big part of Indian culture. Whether it's an everyday meal prepared lovingly for the family or special celebratory culinary treats made during festivals – food has always been something that Indians have bonded over. If there's one thing to know about the food culture of India, it's the fact that it is an elaborate, expansive fare. Even a regular meal at home consists of various staples like rice, *chapati*, *dal*, and curry along with accompaniments such as pickles, *chutneys*, *papadams*, salad, and *raita* in a large number of households. Indians have traditionally prided themselves for eating home-cooked meals prepared by *maharajors* cooks in affluent families and women in middle and lower-class ones, so the restaurant culture took a while to find a place in the country. While modern restaurants are believed to be a byproduct of the French revolution, food services per se date back to ancient times. In India, the earliest reference of restaurants dates back to early 250 BC when taverns or inns provided food to hungry travelers. Street vendors and small stall owners also sold food in local markets and most Indian towns and villages. But the modern-day restaurants probably started mushrooming with the spread of colonialism, especially with the growth of the Indian Railways and Civil Services. As people started to travel far and wide across the country, there was a spurt in eateries that could serve them freshly cooked food. However, eating out for leisure remained a fairly rare

phenomenon for the majority of the Indian families until the rise of the great Indian middle-class post-liberalization. The resulting growth of the restaurant industry was spectacular, to say the least. The industry was worth a whopping Rs. 43,000 crores in 2010 and has been registering a healthy 15-20 percent growth annually, according to the National Restaurant Association of India (NRAI).

A study conducted by the Federation of Hotels & Restaurant Association of India (FH&RA) estimated that there were approximately 2.2 million or 22 lakh hotel and restaurant establishments in India in 2002 and the hungry Indian wants more.

International players enter India and the rise of the quick-service restaurants



Fine Dining comes of age in India-

Niche restaurants make their presence felt-

Some of the popular niche restaurants in India include *Oh! Calcutta*, which started as *Only Fish*, and served authentic Bengali fare; *Pind Baluchi* offering dishes from the Baluchistan region spanning across Pakistan, Iran, and Afghanistan; *Gajalee* chain of restaurants serving Malvani-style seafood; and *Zambar* serving Chettinad, Kuttanad, Malabar, Coorgi, Mangalorean, and Madras curries and vegetables.

Even lesser-known cuisines of Odisha and Nagaland are finding many takers with Delhi's *Naga Kitchen* and Bangalore's *Dalma* doing roaring business.

Besides these international chains, there are many restaurants started by Indian entrepreneurs serving global cuisines like Thai, Japanese, Lebanese, European, and popular American food. If it's authentic traditional and international flavors that the Indian consumer is after, these restaurants ensure they get what their desire.

The upsurge of food courts

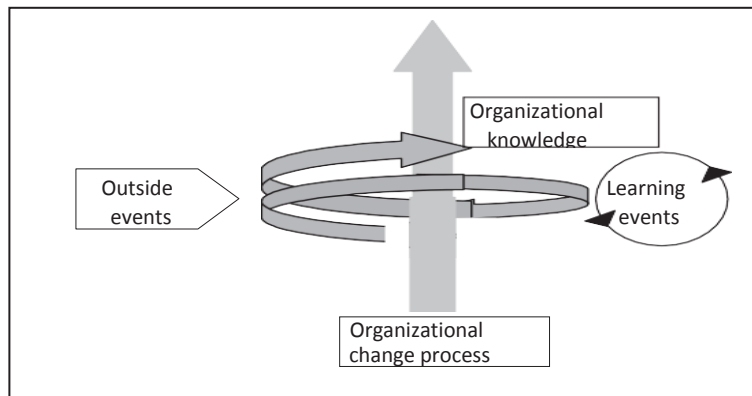
The National Restaurant Association of India (NRAI) in its report has predicted exponential growth in kiosks and food courts in India. The factors responsible for this rapid growth, according to the NRAI, include lower rentals as compared to restaurant space, higher return on investment, brand penetration, and new location opportunities.

While they made their debut in the West in the 1980s and have now become an essential part of airports.

Food moves from the street to online space

Rapid urbanization, higher disposable income, and all the other factors that led to the growing culture of eating out in India are also responsible for the emergence of a new crop of diners – the ordering-in or take-away diner. While previously there were many caveats to ordering-in such as minimum order value, small delivery radius, and misunderstood and misplaced orders; the growth of food delivery aggregators like FoodPanda, swiggy, and Zomato has changed all that.

Organization learning process-¹¹



CONCLUSION-

Eating at work will increase in importance for companies in the future. This is attributed to canteens' role in the image that companies project, in the companies' tremendous responsibility for the health of staff, and as an employee incentive. Because of social changes, the canteen will be able to gain a role as a competitor to the traditional retailer by organizing the purchase of groceries via the workplace and by supplying ready-made meals to take home. Alongside these developmental tendencies, demands are being made to acquire the ability to pick up on impulses, analyze the mand through involving staff convert them into organizational initiatives within the organization, and finally, to have them converted into specifically permanent initiatives for the organization. When it comes to outsourced foodservice, this task is manifestly a management affair. When it comes to the traditional in-house organized workplace, canteen things are different. In these cases, the foodservice organization is bound by their peripheral status at the edge of the company landscape, and their opportunity to adapt to the demands of the future is different from when it comes to the specialized foodservice operator. Here learning is a watchword and to investigate this claim, a case study was carried out of a development process in a traditionally organized in-house foodservice organization. The development process was related to the implementation of environmental management in the organization. This present case shows that the ability to learn is an important feature for an organization that is going to be capable of reacting to challenges from the outside world in an efficient manner. By efficiently backing up the learning processes that come with the process of change, the organization can increase its collective knowledge. Individual learning processes take the form of processes that

are set in motion by influences from the surroundings, after which the organization seeks to analyze them and transfer this knowledge into specific actions and then act upon it. The foodservice sector is amongst the fastest transforming and growing sectors in India, driven by demographics, lifestyle, and economic changes being witnessed across the country. The size of the total market (organized and unorganized) is estimated at USD 48 billion in 2013 and is projected to grow to USD 78 billion by 2018 posing a CAGR of 11%. With supporting liberalization policies and 100% foreign direct investment (FDI) under the automatic route, more international foodservice chains are opening their branches in various cities of the country either directly, through franchisees, or in partnership with local companies. With the globalization of the food supply chain, changing world trade scenarios and obligations emerging from the World Trade Organization (WTO), conformance to international/ importing countries' standards is necessary for access to overseas markets. It has also resulted in unprecedented interest in the development of the food standards and regulations and a strengthening of the food quality control infrastructure in India. There is a gradual shift from end-product testing to a systems approach with food manufacturers opting for standards like GMP and HACCP. In the past, food safety standards were enforced by law like PFA, ISI mark, AGMARK standard, but with the increase in international trade, demand for voluntary certification standards is expected to increase. Any Food Service Organization needs to take care following steps for the successful outcome: Participants of all team members, Optimum utilization of resources, Positive Direction, Action with passion, Be ready for change- Flexible according to the need of business, Maintain Flexible organization structure, Support Interdisciplinary Activities, Support Of experimental approach, Continuous Training up-gradation, Interpret the surrounding, Build up and maintain networks, Get the Most out of Partnership, Be Visible on E-commerce & Automation.

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