



## **A REVIEW OF AUTHENTIC MAHARASHTRIAN RESTAURANT INDUSTRY, START UP AND FRANCHISEES ACROSS THE GLOBE"**

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### **Abstract**

*Rome was not built in a day and starting up a brand-new business is not less than building Rome. While starting a new business one cannot deny that the entire world seems like a competitor. Surviving in such competition and creating a unique identity is very tough task to do. The first year is the most difficult with unexpected situations, facing vast challenges in various registrations, new tax laws, business laws, forecasted demands that be coped with untrue partners and with unpredictable around every corner, the situation becomes unbearable at times. But every lock has a key. When planning is sound, one can deal with difficult situations effectively. An entrepreneur has the major responsibility to advocating and leading the business from front and helping the staff to deal with the bumps on road. Entrepreneurs and employees have to find ways to ensure that customers know the face behind the business and create an appropriate balance in relations. In this article we provide evidence of how an innovative idea turned into a big empire which can also enlighten the life of many women across the globe, Mrs. Jayanti Kathale.*

**Keywords:** *Entrepreneurship, Authentic Maharashtra Food, Restaurant, product, Outsource.*

### **1. Introduction**

Food - service business operators spend most of their time developing menus; ordering inventory and supplies; managing personnel stuff; creating and implementing market campaigns; making sure their operations complies as per the rules of local, state, and federal regulations; completing lots of paperworks; and doing other administrative chores. Certainly, the financial opportunities are there- as are the fun aspects of the business. But starting, running and growing a food - service business is also hard work.

The Restaurant Industry has undergone lot many changes in last five years. Competition in consumer preference and consumption patterns, technological advancements like online food order using various applications, price discounting and new distribution channels without altering the taste and quality of the food items are the measure changes we have seen in last few years. This had shaped hotel industry and moulds it from traditional era into modern entrepreneurial world.

Innovation cannot be separated from a firm's strategy or its competitive environment, which means that what we consider to be innovative is defined by the strategic choices a firm makes and the setting in which the firm operates.



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Food is a basic need. Though tastes and trends change, technology advances and demographics shift, people always need to eat.

Now that doesn't mean that starting and running a profitable food - service business will be proverbial piece of cake. Quite the contrary: This will be the probably be the hardest work you have ever done. But it has potential to be tremendously rewarding, both financially and emotionally-and it can be lots of fun.

There are many ways you can enter the food service industry, from buying a small coffee cart to building a high-end restaurant from the ground up. Like anything else, there's no magic formula, no quick path to success. Thriving in the food-service business takes hard work, dedication, and commitment. But it can be well worth the investment of your time, energy, and resources. After all, everybody's got to eat- including you.

## 2. Entrepreneurial Start Up Study

Paper is based on the adventures decision of miss. Jayanti Kathale. Maharashtrian food had no brand unless she came up with her very own “Purnabramha”, today Purnabramha branches are spread not only in India but in foreign countries including USA and Australia.

“Purnabramha, the Largest Authentic Maharashtrian Restaurant: Serving Food with Culture.”

A shining star of Authentic Maharashtrian Food Industry, Who believes that cooking and serving food, is not only a business but also a Culture! And every human has right to eat proper food.

Indian food is a thing of absorbance. It differs from each other as per the states, religion, and culture even there are small differences in preparation methods. You can find food flavours; names are different at every 40 miles. One lady start catering business and convert it into "The Largest Authentic Maharashtrian food Restaurant – Purnabramha”, which has been started at Bangalore, Karnataka.

## 3. RESTAURANT

The main stay of the food- service industry is the general category restaurant. The popularity of restaurants stems primarily from the fact that people have to eat. But there's more to it than that.

The rise in single parent families, dual income couples, and individuals working more than one job are all factors driving into restaurants customers who don't have the time or desire to cook for them. Of course, time issues aren't the only reason people dine out. Restaurants are also great places to entertain or conduct business. Going to a restaurant with friends or associates takes the pressure off people who want to concentrate on interacting rather than on preparing meal. Many restaurants offer private rooms, large tables, and banquet facilities for these customers.



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Finally, beyond the food itself, many customers want to enjoy the atmosphere of the restaurants they visit. Ethnic restaurants and specialty-themed restaurants are examples of operations that meet this particular market need.

Before starting any type of restaurant, you must know who your customers are and where they are located. With that information you can decide on the best site and move forward with your plans. However, restaurant doesn't always agree on the best approach to concept development and site selection.

### **(3.1) Choosing Your Concept**

Restaurant patrons want to be delighted with their dining experience, but they don't necessarily want to be surprised.

In this section we will explore some of the more popular restaurant concepts

#### *A. Seafood Restaurants*

Quick service seafood restaurants generally offer a limited range of choices, often restricted to fried seafood. Most seafood restaurants also offer a limited number of additional menu items, such as steak and chicken. Seafood can be a risky area on which to focus, as prices are always changing, and many kinds of seafood are seasonal. Also, quality varies tremendously.

#### *B. Steakhouses*

Steakhouses are part of the midscale and upscale markets. Midscale steakhouses are typically family oriented and offer a casual environment with meals perceived as good values. In terms of decor, comfort is emphasized, and Western themes are popular.

Although red meat is the primary focus of steakhouse, many offer additional items, such as poultry, seafood, and pasta selection. Salad bars are popular at midscale steakhouses.

#### *C. Family Style Restaurants*

As the name implies, these establishments are geared toward families. Since they charge reasonable prices, they also appeal to seniors. They offer speedy service that falls somewhere between that of office-service places and full-service restaurants. Their menus offer a variety of selections to appeal to the interests of a broad range of customers, from children to seniors. Family style restaurant prices may be higher than those at fast-food restaurants, but these establishments provide table service to compensate.

The decor of family style restaurants is generally comfortable, with muted tones, unremarkable at work and plenty of both wide and booster seats and highchairs for children are readily available.

#### *D. Casual Dining Restaurants*

The establishments appeal to a wide audience, ranging from members of Generation Y to Generation to baby boomers with families to seniors, and they provide a variety of food items, from appetizers and salads to main dishes and desserts. Casual dining restaurants offer comfortable atmospheres with midrange prices. Many centres on specific themes and also they are incorporated into their menus and decor.



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E. Ethnic Restaurants: The three most popular kinds of ethnic restaurants are Italian, Mexican and Chinese. Other popular ethnic restaurant types include Indian, Thai, Caribbean, English, French, German, Japanese, Korean, Mediterranean and Vietnamese. An even wider variety of ethnic restaurants can thrive in areas with a culturally diverse population, such as large metropolitan areas.

### **(3.2) Setting Up Your Facility**

The major factors to think about in terms of a restaurant's design are the size and layout of the dining room, kitchen space, storage area, and office. Dining space will occupy most of your facility, followed by the kitchen and preparation area and then by storage.

The design of your restaurant should promote an efficient operation. The kitchen should be close to the dining room so the waitstaff can serve meals while they're still hot- or cold.

#### *A. Customer Service Area*

This area is important because it determines the first impression your restaurant will make on your guests. Your customer service area should include a waiting area for customers, a cashier's station, public restrooms, and a bar, if you choose to have one.

Purnabramha is authentic Maharashtrian Restaurant, so they have followed Maharashtrian theme in the restaurant

#### *B. The Dining Area*

This is where you will be making the bulk of your money, so don't cut corners when designing and decorating your dining room. The space required per seat varies according to the type of restaurant.

Purnabramha having two customs of dining rooms: 1. Authentic Maharashtrian sitting custom for meal, fig 1; and 2. Modern custom for meal, fig 2.



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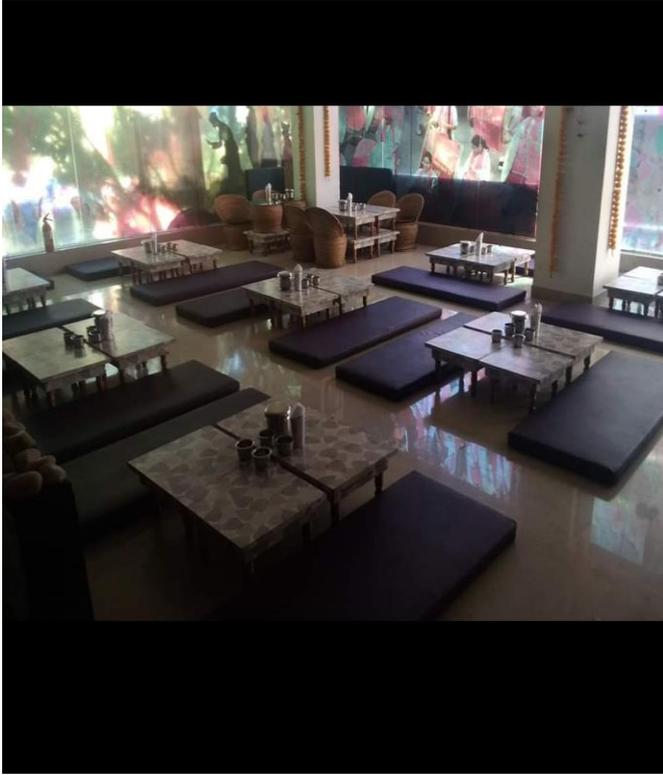
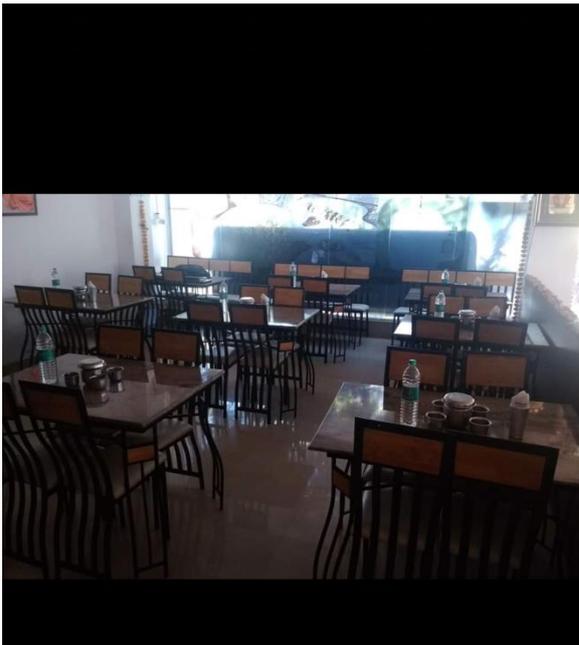


Fig. 1





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Fig. 2

### C. The Production Area

Too often, the production area in a restaurant is inefficiently designed, and the result is a poorly organized kitchen and less than top notch service. Keep your menu in mind as you determine each element in the production area. You will need to include space for food preparation, cooking, dishwashing, trash disposal, receiving, inventory storage, and employee facilities and an area for small where daily management duties can be performed.

In Purnabramha, Jayanti mam followed a cultured (Maharashtrian cultured) way of cooking. They used to run Hindu Shloka in their Kitchen, as spreading spiritual vibrations on food.

### D. Customer Areas

The areas that have the greatest impact on your customers are the dining area, waiting area, and restrooms. The furniture and fixtures in your dining area should match your concept and be appropriate to the market you're trying to attract. For example, a Family style restaurant needs to have comfortable tables and booths that can accommodate children's booster seats and high chairs.

Develop a uniform atmosphere all through the public areas of your restaurant. That means the decor of your waiting area, dining room, bar, and even restrooms should match.

### (3.3) Equipments

Getting your restaurant properly furnished and equipped requires a substantial investment, both financially and in terms of taking the time to make the best choices.

- a. Production Equipment
- b. Dishwashing Equipment
- c. Receiving and Storage Equipment
- d. Bar Equipment
- e. Tableware and Miscellaneous supplies
- f. Uniforms

### (3.4) Staffing

There are several categories of personnel in the restaurant business: Each has a specific function and contributes to the operation of the restaurant. When your restaurant is still new, you may find that some of the duties will cross over from one category to another. For example, the manager may double as the host, and servers may also bus tables. Because of this, be sure to hire people who express a willingness to be flexible in their duties.

I. Manager: The most important employee in most restaurants is the manager. He or she can help you with your duties or handle them entirely if you plan to be an absence owner. A good manager should have at least three years of no management restaurant experience in addition to two years of managerial experience. You will also want a manager who has leadership skills



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and the ability to supervise personnel in the kitchen, service area, hospitality entrance, bar, lounge, and restrooms, and who can also make customers feel welcome and comfortable.

II. Chefs: At some restaurants, the star attraction is the chef. A chef creates his or her own culinary masterpieces for you to serve. You may also find chefs who are willing to work under profit sharing plans.

III. Cooks: When you start out, you will probably need three cooks- two full time and part time. One of the full- time cooks should work days, and the other should work evenings. The part time cook will help during peak hours, such as weekend rushes, and can work as a line cook, doing simple preparation, during slower period. The full-time cooks can also take care of food preparation before the restaurant opens, during slow times and after the restaurant closes.

IV. Dishwashers: As the job title implies, dishwashers keep clean dishes available in your restaurant. You can probably get by with two part time dishwashers, one working the lunch shift and the second covering the dinner shift.

V. Serving Staff: Finding the right serving staff is just as important as finding the right manager. The servers are the people with whom your customers will have the most interaction, so they must make a favourable impression to keep customers coming back. Servers must be able to work well under pressure, meeting the demands of customers at several tables while maintaining a positive and pleasant demeanour.

VI. Hosting Staff: Depending on the size and style of your restaurant, you may need someone to seat guests, take reservations, and act as cashier. You may want to hire someone part time to cover the busy periods and have the waitstaff or manager handle these duties during slower times. Hire people oriented, organized individuals for host positions; after all, they will determine the first impression your customers form of your service staff.

VII. Buspersons: Buspersons are responsible for setting up and clearing tables and filling water glasses after customers are seated. Your Buspersons should be assigned to stations, just like your waitstaff; in fact, Buspersons and servers should work together as a team. Buspersons should be trained to pay attention to their stations, refilling water glasses as necessary, making sure condiment containers are clean and full when the table is turned, and generally supporting the server.

VIII. Bartenders: If you have a small bar in your restaurant and it's only open at night, one bartender will probably be sufficient. The bartender begins his or her day by prepping the bar, which includes preparing the condiments and mixes for the entire day as well as ordering supplies.

#### 4. 4. PURNABRAHMA Forwards

##### *Operation*

Purnabramha serves various food items on each day, while these food items are selected from specialities of regions of Maharashtra. Ultimately, mood and taste of food lovers are also taken in considerations.

##### **(4.1) Food Menu at Purnabramha**



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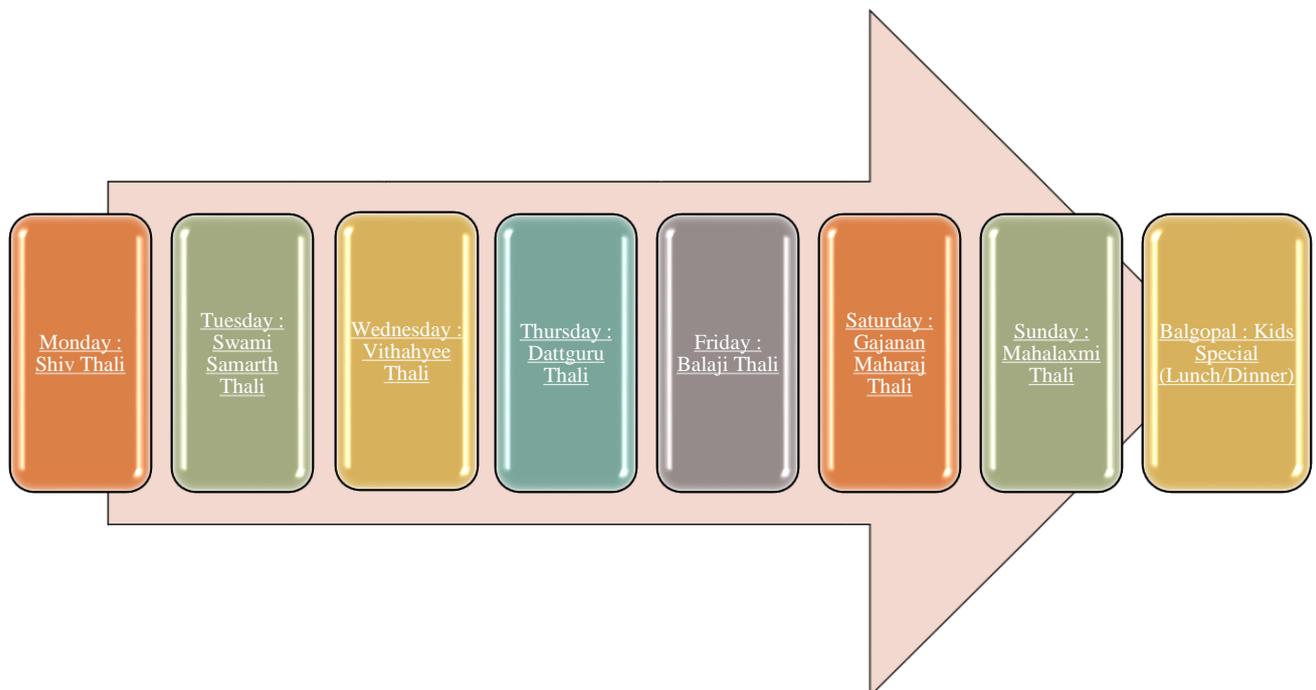
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As you put together a plan for your food - service business, be aware of some of the trends in terms of menu content and design. These factors could - and, in fact, should - influence the type of food - service business you open. Customers also are demanding "comfort food": the dishes that take them back to their childhoods, when mothers cooked from scratch and vegetables, healthy food were at the centre of each plate. Creative chefs are looking for ways to redefine and reinvigorate comfort food favourites.

### A. Day-Wise Menu

- MONDAY: SHIV THALI
- TUESDAY : SWAMI SAMARTH THALI
- WEDNESDAY : VITHAHYEE THALI
- THURSDAY : DATTGURU THALI
- FRIDAY : BALAJI THALI
- SATURDAY : GAJANAN MAHARAJ THALI
- SUNDAY : MAHALAXMI THALI
- BALGOPAL : KIDS SPECIAL (LUNCH/DINNER)



### B. Snacks/Breakfast

- Misal Usal
- Day special snack
- Sabudana vada



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Misal Usal

Day Special Snack

Sabudana Vada

### C. Main Course

- Barbate Usal, Dal Kadhi
- Roti (Wheat)
- Rice (Simple), Mung Dal
- Khichadi, Rice
- Puran Poli
- Dry Aloo, Curry Veg

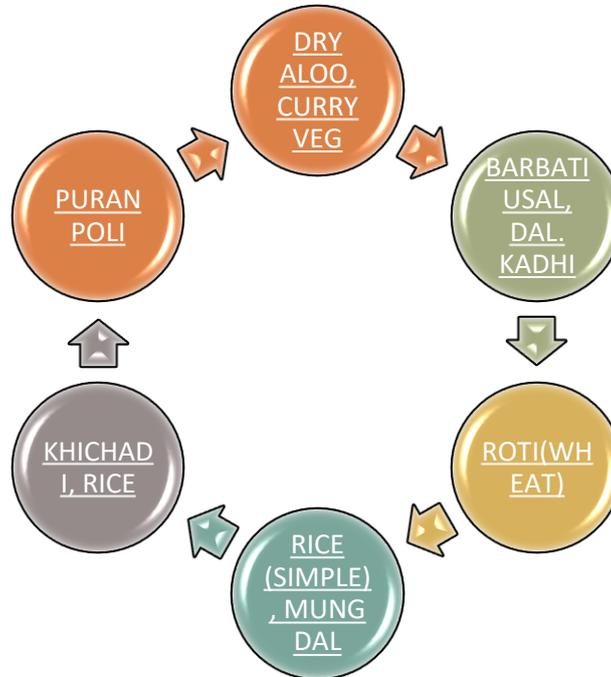


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### (4.2) FRANCHISEES

Chain restaurants may be the biggest threat to independent operators. Chains are growing as private companies and franchises take over a greater portion of the market. With well known names and large advertising budgets, chains enjoy significant consumer recognition.

Independent restaurants have several other competitive advantages over chains. For one thing, independently owned fine - dining establishments are often willing to take reservations, while chains usually aren't. Independents may also offer live music, experienced chefs (rather than just basic cooks), and creative food and beverages. While chains have the advantage of a well - known name, many independents offer the atmosphere customers prefer.

Owning a food service business may seem like an entrepreneurial dream come true. Even the smallest operations have an element of glamour: on the surface, it looks like the owners make their living greeting guests and serving meals while becoming recognizable figures in the community. And as more celebrities enter the food - service industry, they add to the restaurant business's image as an exciting, lucrative opportunity.

Franchising Restaurant Industry is tough task since maintaining quality is the top priority. Purnabramha overwhelms this fact by providing quality training to franchisers chefs and regular feedback. It designed 4 modules of franchise.

#### LIGHT SETUP



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MAZA SETUP

SANSRITI SETUP

REFRESHMENT

The total investment to start Purnabramha Food retail franchise will be in the range of Rs. 10 lacs to 20 lacs. In addition, it required to have a retail space of a minimum of 1000 sq. ft preferably in malls or location with potentially good footfalls.

The anticipated return on investment is expected to be around 15%. The agreement with the company will be for 5 years subject to renewal on mutual terms.

### **List of Existing Franchises of Purnabramha**

Bangalore Centre

- I. Bangalore Purnabramha, HSR
- II. Bangalore Purnabramha, Bridge Metropolis
- III. Bangalore Purnabramha, Yelahanka- New Town

Mumbai Centre

- I. Purnabramha Thane.

Pune Centres

- I. Purnabramha, Satara Road, Bibwewadi
- II. Purnabramha, Narhe
- III. Purnabramha, Kharadi
- IV. Purnabramha, Baner
- V. Purnabramha, Shirval Khandala

Amravati Centre

- Amravati Ground, Amravati - MH.

Australia

- I. AUS – Purnabramha, Brisbane
- II. AUS – Purnabramha, Melbourne

USA

- I. US Purnabramha - California (coming soon)
- II. US Purnabramha - Atlanta
- III. US Purnabramha - New Jersey (coming soon)

Specialities of Purnabramha



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- Largest International Maharashtrian Vegetarian Franchisees in India.
- Low investment with high returns.
- Proven Franchise success model in India.
- Operational simplicity
- Flexible real estate options are available.
- Outstanding product innovations.
- Extraordinary training programs
- Store opening and core team support.
- Ongoing business consultation.
- Design and construction support
- National, regional and local marketing programs for the brand and individual stores.



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### 5. Where's the Competition?

Competition in the food - service industry is widespread, varied and significant. When you open a restaurant, you will be competing not only with other similarly themed restaurants but also with every restaurant in the area you serve. In addition, your customers themselves are a form of competition, because they can make their own meals at home if they choose.

### 6. Conclusion

“The Restaurant business is a simple business that people make complicated.” A basic formula for success is quality food, good service, and great people- an approach that’s worked for all the restaurant owners.

No single food- service operation has universal appeal. This is the fact that many newer entrepreneurs have trouble accepting, but the reality is that you will never capture 100% of the market. When you try to please everyone, you end up pleasing no one. So focus on the 5 or 10 percent of the market that you can get, and forget about the rest.

As one of the leading brands for service Restaurant Industry, Purnabramha delivers unique flavours in traditional atmospheres to guest around the globe. Since, their first shop opened in Koramangala, Bangalore India. Purnabramha’s vision is growing around 5k centres across globe. Today, they continue to seek exceptional candidates to bring more flavours, more traditional to new markets. People everywhere recognize the quality associated with the brand and are more likely to be repeat customers because of it. Purnabramha prides itself on providing strong global branding, collaboration and partnership to ensure our franchisees and licenses are on the road to success- wherever they may be operating their shops. Purnabramha pursuing on their moto to support new entrepreneurs (specially ladies from all class) in hotel industry to drive profitable growth in new as well as existing market.

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