

7. A Descriptive Study on Starting a Food Truck Business in Tamilnadu

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Abstract:

Now days starting a food truck is highly preferred by entrepreneurs compared to starting an individual standalone restaurant, with that initial capital of starting a business owners are surrounded with more risks but those risks can be somehow reduced with this food truck business idea. They can access more people in different location with less cost compared to standalone restaurant, also it can be easily manageable in both customer and business face. Also, there is an advantage which is it can easily be rearranged according to the circumstances. This study is attempted to make some knowledge about food truck business. The current study is based on secondary data and required information collected from various sources and websites.

Keywords: Food truck, standalone restaurant, capital, risks, business idea.

Objective of the Study:

To clear out some doubts on starting a food truck business also to tell some basic ideas to start a new food truck

7.1 Introduction:

When a business is going to be started there are certain formalities to be followed, rules to be obeyed, and also plans to be made before entering into the industry plans are the key to get succeeded in the business, likewise starting a food truck need some certain plans and research to be made. It is natural to have doubts while starting all kinds of business these kinds of works will make you sound knowledge in the field, then it will act as a roadmap to the growth of your business. In this study we can see some plans, procedures, etc. On starting a food truck business.

7.2 Food Truck a Quick Look Back:

Food trucks have gained in popularity since the 2008 crisis and are as much a restaurant idea as family-style dining or quick food. Given the low cost, many would-be restaurateurs choose to launch food truck enterprises, which are now viewed as credible venues for beginning a career in the food industry. Food trucks now serve everything from cupcakes

to grilled cheese to hybrid taco-waffles and pretty much anything else you can think of. Food trucks now cater to all tastes, delivering gourmet, locally sourced, handmade menu items that go beyond street food cuisine.

7.2.1 Story of food truck in India:

On September 3, 1977, the bright yellow and white painted food truck dubbed Hawker temporarily opened its counters near the gates of the Art Faculty, Delhi University, and a month later it migrated to a pavement in front of D school, better known as Delhi School of Economics. A concept like this received great feedback, and crowds gathered around the vehicle. Aroon Narula was the man behind the idea. The money was good, the meals on wheels concept was popular, and it received a lot of media attention. Aroon worked for twelve years to make Hawker a brand beloved by both young and old.

In recent years, there has been a lot of investment in the food truck industry. Food trucks have become an ideal low-cost investment, quick return business model in small villages or tier 3 cities, not simply in metros.

However, because this is considered an unorganized sector with no specific regulations or guidelines and no central or state-assigned regulatory body overseeing the functioning of the food truck industry in India, getting things organized, particularly licenses, is a significant challenge for the business owner?

7.2.2 Technological Advances in Food Trucks:

Street food apps such as NYC Food Truck, Toronto Food Trucks, and Roaming Hunger emerged shortly after the smartphone. Food truck tracking blogs were created. Food Truck Faceoff, a TV show, was created, and entire festivals were organized to allow consumers to indulge in all of their food truck fantasies.

Food truck owners have also embraced technology to help them manage their businesses from the moment they obtain their food truck license. From iPad POS technology to mobile payments and loyalty programs, technology is now critical to the success of the modern food trucker. From humble beginnings to a gastronomic revolution, it's time to stop referring to food trucks as a fad. For well over a century, they have penetrated Western culture in diverse ways. With such a rich past, you have to wonder what might come next. We can't predict what the next food truck evolution will be, but we can't wait to find out. Food trucks are and have always been outliers, delivering restaurant food to places where no chef has ever cooked before. However, with Covid-19 on the rise, times are difficult. Their regular clients, walkers roaming the streets and office employees stopping for lunch, have been confined to their houses.

Food trucks arose from a need for change: restaurant rentals were pricey, and food trucks allowed restaurants to reach a larger spectrum of consumers at a lower cost. Ten years after the food truck boom, vehicles are once again being challenged to go outside the box. Trucks are now going into residential areas and parked outside hospitals, hawking their delicacies to a whole new population in order to stay afloat.

7.2.3 Choosing a Suitable Food Truck:

For starting a food truck business, choosing a correct vehicle is the key there will be lot of options available while choosing the vehicle, we can see many variations in the size of the truck, appearances of the truck, even in the interiors of the truck, at that time choosing a correct one is the core matter.

Also making a new truck into remodeled food truck will cost more for that choosing a second-hand vehicle for this is advisable also the maintaining cost should be maintained properly simultaneously. Because the upcoming expenses of the business are depended upon this so it should be chosen wisely.

7.2.4 Choosing a Correct Location:

Food truck is totally based on location where it has been located, simply business on wheels, so place where it is going to do business is key, roads with empty environment, no peoples ,no children and without younger generation are useless, the business can't be developed properly so choosing road like happening place and with all kind attractable environment and with the sort of people who will able to get use the food truck is important, at the same time the business should not create any issues to the society like making traffic jams, forming crowd in public places these kind of problems should handle from the initial stage .also preferring a light vehicle is advisable than a big one .

7.2.5 Choosing Right Cooking Equipment's and Raw Materials:

For a food truck business, cooking equipment's is main so choosing correctly the equipment's will road u to success, in cost basis those equipment's will be high though some major items can't be neglected and buy second hand products for example griller, steamer, mixer, fridge, burner etc. also some can be with second hand quality so that we can make some savings with that purchase. Also, at the initial stage reading the sales pattern is necessary according to those raw materials are to be used.

7.2.6 Getting necessary documents:

Till now there is no any special law or rules created for food truck business, but there are some essential documents to be have to run a food truck business in a legal way without any problems, here are some of the documents required for running a food truck business

- NOC from RTO
- Shop and Establishment License
- First Safety Certificate
- NOC from Municipal Corporation
- Insurance for Cooking Area
- Mobile Vendors License by FSSAI

These licenses and permits will help to run the business legally.

7.2.7 Selecting Right Man Power for Business:

Services provided by the business will not be forget by the people at any cause so the persons who are going to give services are main thing, so choosing right people who are capable of handling crowds and busy times are the main quality, also the question of how many persons are required to run a food truck is to be answered, in a medium size food truck two chef and one helper is enough with the owner. When it comes to large size food truck it should be added with one or two extra workers. Also, salary for them should be in correct range with comparisons of others so that it should not affect the day-to-day business. Sometimes the salary of the chef will be differed according to their value. If cooking a meal for a client takes four minutes during a rush, you'll be able to serve 15 clients each hour, 45 customers every three-hour shift, or 90 customers per day if you're open for two three-hour shifts.

7.2.8 Making familiar your food truck:

In This Modern World making familiar things, are bread and butter sometimes also peoples are divided into various categories like some can only be attracted through social media for that kind of people we can use social media influencers, You tubers, also we can give advertisement in many social media platforms like Facebook, Instagram, twitter etc. some people we can get interacted only through in physical form like pamphlet's advertisement in TV and radio etc. also giving attractive discounts in total value at initial stage, giving offer coupons, conducting games and giving vouchers will make attract people to your food truck. Also, at the same time we can get connected other parties doing various business and tying up with them for advertisement purpose will give big results.

7.2.9 Other Things to Be Known to Start a Food Truck Business:

Apart From the Things Mentioned Above in The Study, there are certain things to be remembered in the food truck business, the investment made can vary though risk will be sure so, making innovative things and developing business should be the all-time motto. Also, many times the pattern of market will be changed so according to that business should be upgraded. If a chance knocked an application should be created personally for the food truck to do sales based on that and there should be an eye on social problems. Our business should not create any sort of social problems strictly so that we can avoid interruption in running the business.

7.3 Suggestion:

There are many business options available in current time though, a food truck business is a better idea because I can say that there will be more common resources available and idea for it will be more easily thinkable in my opinion. Also, there will be lot of options available to do a food truck business compared to a standalone restaurant, there will be more comfortableness and we can do so many adjustments as of our eagerness, as said above there will be more advantages like low capital amount, low staffing cost, low maintenance cost, also we can make more experiments in location basis with, operation cost will also be low.

A restaurant is stable in nature and a food truck business is not stable it can be adjustable these are already said as advantages a good example for a food truck business is chai wale a Bangalore based food truck business who have started with one food truck and now there are with 20 more food trucks .also some entrepreneurs will think that neither than growing a food truck industry by their own its better to start a restaurant with stable in social level. So, it's all depend on their own thinking who start their business

7.4 Conclusion:

Keep this study on mind, when there is chance of starting a food truck business, it will largely help to run the business in right way, there are various objectives to run the food truck business one of the main objectives is setting goal.

Inputs are taken from various websites also conversations are made with some real food truck owners like charcoal eats-Karaikudi, town bus cafe -Kanchipuram to get some ideas and advices on food truck business. Selling food in person is an important element of the culinary industry. This intimacy allows you to learn more about your customers and supply them with things they will love. Having a food truck business allows you to become an active member of your community, which your customers will always appreciate.

After all, customers may come to a food truck only to eat, but if they decide to return, it's usually because of the fantastic experience you're offering. As people seek more personal encounters, unique experiences, and to support small companies, the food truck industry will only grow in the future. In fact, they are a modern concept that promotes regional flavors through delectable food.

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