"FLAVOUR BOWL" – A Comprehensive Feasibility Study of Establishing a Cloud Kitchen Business in India.

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ABSTRACT- The purpose of this research paper is to analyse the feasibility of establishing a cloud kitchen business in India with the company name "FLAVOUR BOWL". This passage discusses the growth and current state of the Indian restaurant and food services industry. The industry has experienced steady growth, driven by rising income levels, changing customer expectations, and increased access to technology. The industry is divided into organized and unorganized segments, with the former characterized by a well-organized supply chain and uniform outlets. However, there has been a recent shift towards the organized segment, particularly in online meal delivery services, as vendors target smaller locations with high potential for growth. The demand for on-the-go food products are high, ready-to-eat options is also driving this growth. An online restaurant that seeks to provide top-quality home-cooked meals to individuals such as working professionals and bachelors who may not have easy access to such food. As an internet-based business, Flavour Bowl offers convenience and accessibility to customers seeking tasty, home-style cuisine
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Keywords- home style cuisine, internet-based business, home cooked meals. (SDR)

I.INTRODUCTION

A company site prepared to serve meals, especially for orders or delivery of customers, is known as Cloud Kitchen, also known as a virtual kitchen, shared kitchen, ghost kitchen, or satellite kitchen. India. Indian cuisine represents a wide variety of influences, habits, and cultures. India is a food-loving nation. Indian restaurants have seen changes as a result of an increase in middle-class patrons who are affluent. The availability of restaurants in the neighbourhood as a result. The food industry is having problems. There have been many inventions, and restaurants are using technology to advertise their brands. The latest trend that has been noted is one of Cloud kitchen, expanding internet use and adoption A supported logistical or delivery system benefits the customers. The idea is to discuss it. The concept behind Cloud Kitchen was developed in India. Cloud kitchens are also referred to as virtual kitchens, ghost kitchens, and so on. kitchens with little light. Nonetheless, because the restaurants have websites, the fundamental idea remains the same. Food is frequently ordered through food aggregator apps or the restaurant's own app. However, the eateries do not provide dine-in options. A handful of the eateries that customers can also order food to be delivered to them. The Indian Restaurants Food Services Industry has maintained a robust growth rate, boosted by year-on-year income growth and generally untouched by the current economic situation, which has hampered growth in sectors such as manufacturing and infrastructure. The Indian restaurant and food services business has a market size of Rs 3.7 trillion as of 2018, with a year-on-year increase of nearly 10% and a compound annual growth rate of 8.4 percent between 2013 and 2018. The entry of huge multinational international brands into the organized food service industry has accelerated the trend. The market is now seeing growth as a result of improved access to high-speed internet and increased smartphone deals. This, together with India's adding working population and rising income situations, is driving the rise of the online mess delivery sector. Although the maturity of the players are concentrated in the country's metropolitan areas, with Bangalore, Delhi, and Mumbai constituting the three largest commerce, merchandisers are decreasingly fastening on 10 lower locales with high development eventuality. In addition, the growing fashion ability of on the- go food products and rapid-fire home delivery models that give comfort, ready- to- eat (RTE), and less precious food delivery choices is driving up demand for online food delivery services in the country.

Fig.1 Glimpse of cloud kitchen
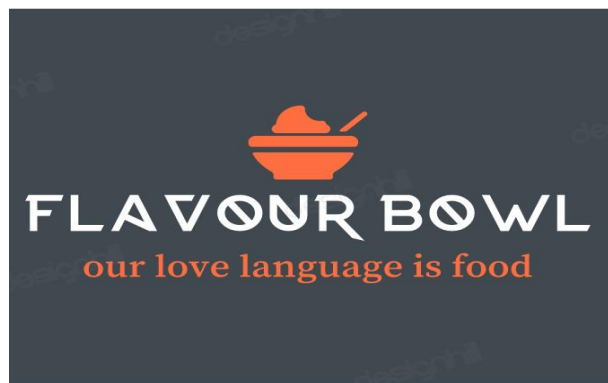
II. LITERATURE SURVEY

Cloud kitchens, also known as virtual kitchens, are a recent phenomenon in the food service industry that have garnered significant attention and interest from consumers, entrepreneurs, and investors alike. These establishments are centralized kitchen facilities that prepare and deliver food to customers through online ordering and delivery platforms, without the need for a traditional brick-and-mortar storefront. Several studies have examined the emergence and growth of cloud kitchens, highlighting their potential to disrupt the traditional restaurant industry and create new opportunities for innovation and growth. For example, a study by Euromonitor International (2019) found that cloud kitchens represent a rapidly expanding market, driven by increasing demand for convenience and on-demand delivery services. The report suggests that cloud kitchens have the potential to capture a significant share of the food service industry, particularly in urban areas where delivery services are in high demand. However, despite their potential advantages, cloud kitchens also face several challenges and limitations. A study by McKinsey & Company (2020) notes that many cloud kitchens struggle to achieve profitability, due to high fixed costs associated with facility rental, equipment, and labour. The report suggests that success in the cloud kitchen industry may depend on the ability to leverage data and analytics to optimize operations and improve customer satisfaction. Overall, the literature suggests that cloud kitchens are a rapidly growing and dynamic segment of the food service industry, with the potential to create new opportunities for innovation and growth. However, their success may depend on a range of factors, including operational efficiency, customer satisfaction, and the ability to adapt to changing market conditions.

III. MARKET DEMAND

The market demand must be investigated before starting a Cloud kitchen business. India's demand is rising as a result of the country offering the best cuisine at lower prices. Our target market are the employees of the software company in Bangalore is growing up as a software hub of Karnataka. Our target market is also other working professionals who want home-cooked meals every day. Anyone who wants to order once, can check out our website and place the order.

OBJECTIVES

● To study the conception of Cloud kitchen performing in India.
● To determine rudiments to start pall kitchen in India.
● To come the leader in the kitchen service industry.
● To serve our guests the stylish refections that exactly act their "Ghar ka Khana"

IV. MARKETING STRATEGY

An incredible marketing strategy is to reward your loyal customers through customer credit points/coupons that generate repeat business and increase overall revenue. Marketing on Aggregator Platforms Online food aggregator commerce are immaculately one of the stylish platforms for promoting our cloud kitchen business. Integrate with online delivery platforms to valve on the guests who are looking for home delivery options. As food aggregator services similar as Zomato, Swiggy, Food panda, etc., are popular with a broad target followership, listing our kitchen brand on these platforms becomes critical. This strategy helps us to get more customer and increase our sales.

V. CHALLENGES

● One of our biggest challenges is to maintain the quality of the food prepared because any failure in quality will cause a very bad impact on the company.

● The next challenge the cloud kitchen faces is delivering the food on time. On time delivery is very important for the weekly and monthly subscription consumers.

● New competition entering into the market will also be a major challenge for us.

● A big problem is the absence of client engagement. As a result, we must discover ways to connect directly with their customers in order to incorporate their needs and comments into their operations.

VI.COMPETITION

The competition for cloud kitchens is diverse and includes both traditional restaurants and other cloud kitchen companies. One major competitor for cloud kitchens is brick-and-mortar restaurants, which have established brand recognition and loyal customer bases. These restaurants may also have the advantage of offering dine-in options, which can be difficult for cloud kitchens to replicate. Another significant competitor for cloud kitchens is other virtual kitchen companies, which have been proliferating in recent years. These companies often focus on specific cuisine types or niche markets, such as vegan or gluten-free options, and may offer unique menu items or branding that differentiate them from their competitors. Additionally, some established food delivery platforms, such as Uber Eats, have begun investing in their own cloud kitchens, further increasing competition in the market. Despite these challenges, cloud kitchens have several advantages that can help them compete effectively. In order to succeed in this competitive market, cloud kitchens must be able to offer high-quality food, efficient and reliable delivery services, and competitive pricing. They may also need to invest in marketing and branding efforts to differentiate themselves from competitors and build a loyal customer base. Finally, it may be important for cloud kitchens to continuously innovate and adapt to changing consumer preferences and market trends in order to stay ahead of the competition.

VII. CONCLUSION

The growing population, changing dining habits, longer waiting times, and longer travel times are all pushing for more convenient, less expensive, and home delivery meal options. In the digital age, popular meal delivery applications such as Swiggy, Zomato, Food Panda, Uber Eats, and Dominos are becoming unavoidable for Indians. Restaurants are turning their focus away from traditional kitchens and toward cloud kitchens in order to take advantage of the numerous prospects available in this industry. The cloud kitchen concept improves order and supply control, allowing businesses to reach profitability sooner. Another factor that favours cloud kitchens is the growing consumer preference for nutritious cuisine over the fatty fare that fast-food restaurants often provide. There are certain constraints, such as late delivery and reliance on the internet. But cloud kitchens are the ultimate time-savers over traditional kitchens, and even restaurants understand that only the strongest will survive in such a competitive environment.

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