

# FOOD STALL



## INTRODUCTION

The food stall business in India is a vibrant and integral part of the country's food culture. With its rich culinary diversity, India offers an endless variety of street food, making food stalls a popular and accessible option for people seeking quick, affordable, and delicious meals. These stalls are commonly found in bustling markets, street corners, busy office areas, near educational institutions, and during festivals.

Food stalls in India serve a range of foods, from traditional snacks like pani puri, bhel puri, and chole bhature to regional specialties and modern fusion dishes. They provide an essential service, offering customers affordable meals that cater to different tastes and preferences. The business model is relatively low-cost, requiring minimal investment in setup, making it an attractive option for aspiring entrepreneurs.

With India's growing urban population, increasing disposable income, and the rising trend of eating out, the food stall business continues to thrive and offers significant opportunities for growth. The convenience, affordability, and variety offered by food stalls make them a staple in India's food service industry.

## MARKET POTENTIAL

The market potential for food stalls in India is significant due to its large population, diverse food culture, and growing urbanization. Here are some key aspects to consider:

### 1. Demand Factors

- **Population Growth:** India has a vast population with a young demographic that is increasingly exploring diverse cuisines and quick dining options.
- **Urbanization:** As more people migrate to urban areas, the demand for affordable and accessible food options like food stalls rises.
- **Changing Lifestyles:** Busy work schedules and a growing preference for convenient dining fuel the demand for street food and food stalls.

### 2. Consumer Preferences

- **Affordability:** Food stalls offer pocket-friendly meals compared to restaurants, appealing to students, office workers, and daily commuters.
- **Taste Variety:** Indian food stalls are known for their diverse offerings, from regional delicacies to fusion foods, attracting food enthusiasts.
- **Health Awareness:** With increasing health consciousness, there's a demand for hygienic and healthier food options at food stalls.

### 3. Economic Factors

- **Low Investment:** Starting a food stall requires minimal investment compared to opening a restaurant or café, making it attractive for entrepreneurs.
- **High Returns:** Due to low overhead costs, food stalls often yield good profit margins if located strategically.
- **Government Support:** Initiatives like the PM Street Vendor's AtmaNirbhar Nidhi (PM SVANidhi) provide financial aid and support to street vendors.

### 4. Trends and Opportunities

- **Regional Cuisine Popularity:** There is a growing trend of food stalls offering authentic regional and ethnic cuisines, attracting both locals and tourists.
- **Technology Integration:** The use of food delivery apps and social media marketing has increased the visibility and reach of food stalls.
- **Eco-Friendly Packaging:** Consumers are drawn to stalls that use biodegradable packaging, aligning with sustainability trends.
- **Food Trucks and Pop-Ups:** Mobile food businesses and themed stalls are gaining popularity among urban and semi-urban consumers.

## SERVICES PROVIDED BY US

### 1. Food and Beverage Services

- **Quick Meals:** Ready-to-eat items like sandwiches, wraps, rolls, and burgers for busy commuters.
- **Street Food Delicacies:** Popular local dishes such as chaat, pani puri, vada pav, momos, dosas, or biryani.

- **Snacks:** Fried or baked snacks like samosas, pakoras, kachoris, and chips.
  - **Beverages:** Fresh juices, tea, coffee, soft drinks, lassis, smoothies, and seasonal drinks like coconut water or sugarcane juice.
  - **Desserts:** Quick sweet treats like jalebis, kulfis, gulab jamun, or pastries.
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## 2. Customization

- **Tailored Flavors:** Allow customers to customize spice levels, toppings, or ingredients.
  - **Diet-Specific Options:** Offering vegan, gluten-free, or low-calorie options to cater to health-conscious individuals.
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## 3. Convenience Services

- **Takeaway:** Packaged meals and snacks for customers on the go.
  - **Delivery:** Collaboration with food delivery apps for home or office delivery.
  - **Fast Service:** Quick preparation and serving to reduce waiting time.
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## 4. Value-Added Services

- **Affordable Pricing:** Offering budget-friendly meals to attract a wide range of customers.
- **Combo Deals:** Bundling items like a snack, beverage, and dessert at a discounted price.
- **Loyalty Offers:** Reward programs for regular customers.

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## 5. Hygiene and Quality Assurance

- **Cleanliness:** Maintaining a hygienic cooking and serving environment.
- **Fresh Ingredients:** Using fresh and high-quality ingredients to ensure taste and safety.
- **Transparent Preparation:** Open kitchen setups to showcase clean cooking practices.

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## 6. Specialty Offerings

- **Themed Menus:** Seasonal or festive menus to attract customers during special occasions.
- **Regional/International Cuisine:** Unique dishes from specific regions or international influences to stand out from competitors.

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## 7. Ambiance and Presentation

- **Appealing Setup:** Vibrant and aesthetically pleasing stall designs to attract customers.
  - **Live Cooking:** Interactive food preparation (e.g., live dosa-making or grill stations).
  - **Themed Stalls:** Decor aligned with a particular cuisine or theme.
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## 8. Sustainable Practices

- **Eco-Friendly Packaging:** Using biodegradable or reusable containers and cutlery.
  - **Waste Management:** Proper disposal of food waste and encouraging recycling.
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## 9. Customer Engagement

- **Sampling:** Offering free samples of new dishes to attract customers.
- **Personal Interaction:** Friendly and welcoming staff to enhance the dining experience.
- **Social Media Promotions:** Engaging customers through Instagram, Facebook, or WhatsApp.

## CAPITAL ASSETS

- **STALLS**



- **Cooking Equipment**



- **Furniture & Seating**



**PROJECT AT A GLANCE - TOP SHEET**

**1** Name of the Beneficiary **XXXXXXX**

**2** Constitution(Legal Status) **Individual**

**3** Father/Spouse Name XXXXXXXX

**4** Unit Address XXXXXX

Taluk/Block: **XXXXXXX**

District : **XXXXXXX**

Pin: **XXXXXXX**

E-Mail : **XXXXXXX**

Mobile **XXXXXXX**

State: **XXXXXXX**

<b>5</b> Cost of Project	:	<b>Rs.</b>	<b>2.56</b>	<b>in Lakhs</b>
<b>(i)</b> Capital Asset			<b>1.50</b>	<b>in Lakhs</b>
<b>(ii)</b> Furniture & Fixtures			<b>0.50</b>	<b>in Lakhs</b>
<b>(iii)</b> Working Capital Required			<b>0.56</b>	<b>in Lakhs</b>

<b>6</b> Means of Finance	:	<b>Rs.</b>		
<b>(i)</b> Term Loan			<b>1.80</b>	<b>in Lakhs</b>
<b>(ii)</b> Working Capital			<b>0.50</b>	<b>in Lakhs</b>
<b>(iii)</b> Own Capital			<b>0.26</b>	<b>in Lakhs</b>
			<b>2.56</b>	<b>in Lakhs</b>

**7** Debt Service Coverage Ratio : **2.65**

**8** Break Even Point : 43.80%

**9** Plant & Machinery : Stalls, cooking equipment, seating

**10** Employment : 2

**11** Power Requirement : 2.00

**12** Name of the project / business activity : Food Stall



## **PROJECTED CASH FLOW STATEMENT**

PARTICULARS	YEAR-I	YEAR-II	YEAR-III	YEAR-IV
<b><u>SOURCES OF FUND</u></b>				
Capital	0.26	-	-	-
Reserve & Surplus	0.82	1.03	1.29	1.59
Depriciation & Exp. W/off	0.28	0.24	0.20	0.17
Increase in Cash Credit	0.50	-	-	-
Increase In Term Loan	1.80	-	-	-
Increase in Creditors	0.07	0.01	0.01	0.01
Increase in Provisions	0.25	0.01	0.01	0.01
<b>TOTAL :</b>	<b>3.97</b>	<b>1.29</b>	<b>1.51</b>	<b>1.79</b>
<b><u>APPLICATION OF FUND</u></b>				
Increase in Fixed Assets	2.00	-	-	-
Increase in Debtors	0.34	0.05	0.06	0.06
Repayment of Term Loan	0.36	0.48	0.48	0.48
Drawings	0.50	0.70	0.85	1.15
<b>TOTAL :</b>	<b>3.20</b>	<b>1.23</b>	<b>1.39</b>	<b>1.69</b>
Opening Cash & Bank Balance	-	0.77	0.83	0.96
Add : Surplus	0.77	0.06	0.13	0.10
Closing Cash & Bank Balance	<b>0.77</b>	<b>0.83</b>	<b>0.96</b>	<b>1.06</b>

## **PROJECTED BALANCE SHEET**

PARTICULARS	YEAR-I	YEAR-II	YEAR-III	YEAR-IV
<b><u>SOURCES OF FUND</u></b>				
Capital Account	-	0.58	0.91	1.35
Add: Addition	0.26			
Add : Net Profit	0.82	1.03	1.29	1.59
	1.08	1.61	2.20	2.94
Less : Drawings	0.50	0.70	0.85	1.15
<b>NET OWN FUNDS</b>	<b>0.58</b>	<b>0.91</b>	<b>1.35</b>	<b>1.79</b>
Term Loan	1.44	0.96	0.48	-
Cash Credit	0.50	0.50	0.50	0.50
Sundry Creditors	0.07	0.08	0.09	0.10
Provisions & Other Liab	0.25	0.26	0.28	0.29
<b>TOTAL :</b>	<b>2.84</b>	<b>2.71</b>	<b>2.69</b>	<b>2.68</b>
<b><u>APPLICATION OF FUND</u></b>				
<b>Fixed Assets</b>	2.00	2.00	2.00	2.00
Less : Depreciation	0.28	0.51	0.71	0.89
Net Fixed Assets	1.73	1.49	1.29	1.11
<b>Current Assets</b>				
Sundry Debtors	0.34	0.39	0.45	0.51
Cash and Bank	0.77	0.83	0.96	1.06
<b>TOTAL :</b>	<b>2.84</b>	<b>2.71</b>	<b>2.69</b>	<b>2.68</b>

## **PROJECTED PROFITABILITY STATEMENT**

PARTICULARS	YEAR-I	YEAR-II	YEAR-III	YEAR-IV
Probability %	60%	65%	70%	75%
<b><u>SALES</u></b>				
Gross Receipts/Sale	6.75	7.80	8.93	10.13
<b>Total</b>	<b>6.75</b>	<b>7.80</b>	<b>8.93</b>	<b>10.13</b>
<b>COST OF SALES</b>				
Consumables	2.03	2.34	2.68	3.04
Power & Fuel Expenses	0.68	0.78	0.89	1.01
Salary to Staff	1.69	1.95	2.23	2.53
Selling & Adm Expenses Exp.	1.01	1.25	1.47	1.67
Depreciation	0.28	0.24	0.20	0.17
Interest on Term Loan	0.20	0.16	0.11	0.05
Interest on Working Capital	0.06	0.06	0.06	0.06
<b>TOTAL (D+G)</b>	<b>5.93</b>	<b>6.77</b>	<b>7.64</b>	<b>8.53</b>
<b>NET PROFIT</b>	<b>0.82</b>	<b>1.03</b>	<b>1.29</b>	<b>1.59</b>
	<b>12.18%</b>	<b>13.24%</b>	<b>14.43%</b>	<b>15.71%</b>
<b>CASH ACCRUALS</b>	<b>1.10</b>	<b>1.27</b>	<b>1.49</b>	<b>1.77</b>

## **COMPUTATION OF PRODUCTION**

Customers served per hour	5	Servings
No. of Working Hour	10	
Customers served per day	50	Servings
No of Working Days per month	25	
No. of Months	12	
Customers served per annum	15,000	Servings

Year	Probability	Servings
YEAR-I	60%	9,000
YEAR-II	65%	9,750
YEAR-III	70%	10,500
YEAR-IV	75%	11,250

## **COMPUTATION OF SALE**

Particulars	YEAR-I	YEAR-II	YEAR-III	YEAR-IV
No of Customers served per annum				
Food Stall	9,000	9,750	10,500	11,250
Avg Revenue per serving	75.00	80.00	85.00	90.00
<b>Gross Receipts (in lacs)</b>	<b>6.75</b>	<b>7.80</b>	<b>8.93</b>	<b>10.13</b>

## COMPUTATION OF DEPRECIATION

Description	Plant/Machinery Equipments	Furniture	TOTAL
Rate of Depreciation	15.00%	10.00%	
<b>Opening Balance</b>	-	-	-
Addition	1.50	0.50	2.00
	1.50	0.50	2.00
Less : Depreciation	0.23	0.05	0.28
WDV at end of Year-1	1.28	0.45	1.73
Additions During The Year	-	-	-
	1.28	0.45	1.73
Less : Depreciation	0.19	0.05	0.24
WDV at end of Year II	1.08	0.41	1.49
Additions During The Year	-	-	-
	1.08	0.41	1.49
Less : Depreciation	0.16	0.04	0.20
WDV at end of Year III	0.92	0.36	1.29
Additions During The Year	-	-	-
	0.92	0.36	1.29
Less : Depreciation	0.14	0.04	0.17
WDV at end of Year IV	0.78	0.33	1.11

## TERM LOAN

Year	Opening Balance	Repayment	Closing Balance	Interest @ 11%
1st	1.80	0.36	1.44	0.20
2nd	1.44	0.48	0.96	0.16
3rd	0.96	0.48	0.48	0.11
4th	0.48	0.48	0.00	0.05

<b>BREAK EVEN POINT &amp; RATIO ANALYSIS</b>				
<b>Particulars</b>	<b>1st Year</b>	<b>2nd Year</b>	<b>3rd Year</b>	<b>4th Year</b>
Fixed Cost	1.78	2.03	2.29	2.56
Variable Cost	4.15	4.74	5.35	5.97
Total Cost	5.93	6.77	7.64	8.53
Sales	6.75	7.80	8.93	10.13
Contribution (Sales-VC)	2.60	3.06	3.58	4.15
Probability	60%	65%	70%	75%
B.E.P in %	41%	43%	45%	46%
Break Even Sales in Rs.	2.77	3.36	4.00	4.68
Net Profit Ratio	12.18%	13.24%	14.43%	15.71%
<b><u>CALCULATION OF D.S.C.R</u></b>				
<b>PARTICULARS</b>	<b>YEAR-I</b>	<b>YEAR-II</b>	<b>YEAR-III</b>	<b>YEAR-IV</b>
<b><u>CASH ACCRUALS</u></b>	1.10	1.27	1.49	1.77
Interest on Term Loan	0.20	0.16	0.11	0.05
Total	1.30	1.43	1.60	1.82
<b><u>REPAYMENT</u></b>				
Instalment of Term Loan	0.36	0.48	0.48	0.48
Interest on Term Loan	0.20	0.16	0.11	0.05
Total	0.56	0.64	0.59	0.53
<b>DEBT SERVICE COVERAGE RATIO</b>	<b>2.32</b>	<b>2.24</b>	<b>2.73</b>	<b>3.41</b>
<b>AVERAGE D.S.C.R.</b>	<b>2.65</b>			