



Choosing a business in the food industry over exploring the job market

Nowadays, when it is said to start a business, many people choose the option of 'food'. There are many things to consider like 'Food Quality', 'Taste', 'Cleanliness', 'Ambience'. It has to be consistent. After completing all the things like capital, licenses, government procedures, space rent, staff salary, 'raw material' and looking at the balance sheet, one has to think about 'food cost'. We hear many such issues all the time.

But Pratik Langarkande, a young man who works in the food industry, has given us a different insight into running a business in the food industry.

Prateek initially started a 'dessert cafe' in Kothrud area. After that, he started a restaurant called 'Blue Plate' in Aundh with a different 'menu'. Where there are 'menu' like burger, starter, custard. All these 'menus' have been 'developed' by self-thinking and discussion with consultants. Prateek regretted that the information about 'De-Asara' Foundation was received too late to complete all the procedures while starting the new cafe.

For those starting a new business, 'De-Asara' Foundation is definitely a guide and should be supported. Prateek also said.

It is important to keep 'upgrading' yourself

New things are constantly coming from all over the world in the food industry. So it is necessary to keep oneself 'upgraded' with the flow. We ourselves should constantly experiment with different things in our 'menu'. Also, Prateek has currently focused only on 'Quality Food and Hygiene'. Having a 'clean and tidy' environment is more important than ambience. In that too, we have to try new things and bring difference. He also said.

Pratik, who has a background in pure science, always wanted to do business. A job does not give you the freedom to execute the concepts in your head the way you want. So they never wanted to work. He started the cafe from 2017. Before that he had no business experience. However, the concept of 'café', which is loved by the youth, was implemented through many experiments.

Be 100% present in all your business activities

This concept becomes a reality when it comes to doing business entirely instead of a steady salary job. Then every minute detail is carefully considered. For that, you have to be fully prepared. Research, self-study, many different experiments start. That's why Prateek started a restaurant with a 'complete menu' from just a 'dessert cafe'. In the beginning one has to work for several hours. You should know your business 'in and out'.

'Menu', 'Ambience', 'Food Taste', 'Food Quality', 'Raw Material', 'Staff', 'Customer Review' all depend on each other. We need all information about many such things. We can immediately predict when the business graph starts going down. Pratik also takes care of everything from 'menu test' to 'customer review'. Since we are present ourselves, the next direction, some changes are immediately noticed and implemented in the shortest possible time.

Get continuous feedback from 'regular customers' as well

The most important thing while doing business is 'Publicity and Feedback'. Initially, Prateek did 'mouth publicity'. Now a separate 'PR' has been kept for 'Publicity'. Also through this, giving constant 'updates' on 'social media' sites. Apart from business, it is important to stay 'connected' with people through this medium. Which automatically strengthens your relationship with your customers. It is also necessary to get constant feedback from customers. Pratik is constantly getting 'feedback' from regular customers as well.

So that the first reaction from them will be about 'Test' or 'Quality'. Feedback is taken by personally visiting their table. That's why Blue Plate is different.

Customers we have earned the trust of. It is also important to trust them in your new and different experiments. Also online reviews should be taken equally seriously. We also take reviews on sites like Zomato, Swiggy, Google very seriously.

It is your responsibility to keep all the staff happy

For any cafe, different types of food and the 'service' provided along with it are important. In order to maintain our popularity and trust, the quality of food and service must be maintained. Along with other things, the staff also needs to be enthusiastic. So it is our responsibility to keep the 'staff' happy and meet their needs. Asking the 'staff' yourself will certainly raise your quality and the atmosphere will automatically stay upbeat.