

FOOD AND BEVERAGE INDUSTRY

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Abstract -This report shows the consumption pattern of the customers.

- o The effect of fast food on our health.
- o Challenges faced by fast food chains and restaurants.

1. INTRODUCTION

This report has been conducted to study about the food and beverage industry, challenges faced with the market players, strategies used to enhance the business.

2. HISTORY

The historical backdrop of sustenance and drink is as old as the people themselves. Be as it mat, there were no real advancements until the 19th century, when Nicholas Apparent imagined canning and Louis Pasteur created sanitization. These procedure made sustenance an item that could safeguard and bundled for later use.

World War 2 arranged a prolific ground for advancements in the sustenance business. As sustenance was apportioned and costs were controlled, better additives and enhancing specialists were produced. This made ready for moment sustenance.

Upgrades in circulation are a noteworthy piece of the advancement of the nourishment business. Prior to the Industrial Revolution, individuals expended nourishment and beverages chiefly from neighborhood markets. Today, on account of transportation and cold storerooms, sustenance can be taken to stores anyplace.

FOOD AND BEVERAGE INDUSTRY IN INDIA

India is depended upon to finish up the fifth greatest client feature on earth by 2025.

Sustenance and refreshments is the best of the usage classes. The F&B part is reinforced by the enormous agriculture fragment: India is the best creator of pulses, and the second most prominent producer of rice, wheat, sugarcane, and results of the dirt.

It is also the best creator of milk and meat and positions fifth in poultry creation. The other obliging factors: immense degrees of arable grounds, positive climate, long coastline, and low wages.

The progression of the economy in the mid 1990s restricted business obstacles. The section has found more streets to the market with the improvement of current retail systems, for instance, general stores. Meanwhile, transportation and limit collaboration5s have made progress.

The huge people (1.3 billion out of 2019) and the flourishing desk class are interchange central focuses for the business. About a substantial part of the people is under 30 years of age, and a noteworthy number of them start to increase early and attempt to lead an unrivaled individual fulfillment.

The higher pay measurements of clients give them higher exchange compensation. Lifestyles have changed, and more families are eating out and trying different things with different cooking styles. Working couples are dynamically getting solace sustenance.

The refreshment business, excepting blended beverages, is worth about \$16 billion. Tea and coffee are the most common refreshments, trailed by soft drinks (carbonated refreshments and juices), prosperity drinks, milk-based refreshments, improved refreshments, and stimulated beverages.

Half of the tea and coffee ate up in the country is sold emptied. The alcohol refreshments feature is assessed to be worth about \$35 billion, with whiskey, mix, and wine as the most outstanding drinks.

The F&B business would do well to get overall benchmarks of significant worth and security to win more purchaser trust. The need of incredible significance is the introduction of Total Quality Management norms.

PESTEL MODEL

Political Factor:

Regulations related to wages, hygiene and food quality varies from country to country and it is of utmost importance as it can affect their cost.

Economical Factor:

Some of the significant economic factors that affect fast food business performance and conditions are economic growth, inflation, deflation, unemployment rate, interest rate, wage policies.

Social Factor:

Thorough understanding of customers, their beliefs, attitudes, values, their lifestyle and level of education, all of it would help fast food chains to design its product and marketing messages

Technological Factor:

Using social media technology to connect with audience when they launch their new campaign. Also innovate in order to survive in the market and also to maximize profits.

Legal Factor:

Most of the companies are suffering from the law suit from the customer regarding hygiene of the Kitchen and the law suit is also between the competitors among the patent right.

Environment Factor:

The weather conditions may significantly impact the ability to manage the transportation of both the resources and the finished product. This, in turn, would affect the delivery dates of the final product in the case of, say, an unexpected monsoon.

Develop environmentally friendly products.

CHALLENGES FACED BY THE INDIAN MARKET

- o India produces 205 million tons of fruits and vegetables annually and it is 2nd largest in farm production but unfortunately, the processing percentage is poor and only some percentage of what is grown is produced.
- o Indian consumers are not ready to experiment with new products.
- o Food industry also suffer from low investment in R&D. Only few companies have fully fledged R&D centers which bring out innovative products.
- o High Competition in the industry.

PROMOTIONAL STRATEGIES USED BY THE RESTAURANTS

1.Paid advertising

This includes multiple approaches for marketing. It includes traditional approaches like TVs and print media advertising. Also, one of the most well-known marketing approach is internet marketing. It includes various methods like PPC (Pay per click) and paid advertising.

2. Cause marketing

Cause marketing links the services and products of a company to a social cause or issue. It is also well known as cause related marketing.

3.Relationship marketing

This type of marketing is basically focused on customer building. Enhancing existing relationships with customers and improving customer loyalty.

4.Undercover marketing

This type of marketing strategy focuses on marketing the product while customers remain unaware of the marketing strategy. It is also known as stealth marketing.

5. Word of mouth

It totally relies on what impression you leave on people. It is traditionally the most important type of marketing strategy. Being heard is important in business

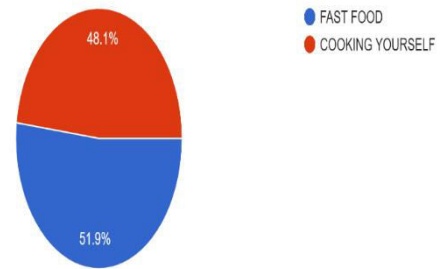
world. When you give quality services to customers, it is likely that they'd promote you.

4. FINDINGS

- The survey sampled out more than 50 people randomly.
- From the survey we can find that the maximum number of people who relied on fast food comes in the category of between the age group of 18 years to 25 years and most of them are students.
- From the sample size 56.9 percent of the people prefer eating fast food rather than cooking themselves.
- 54.9 percent of the people prefer eating fast food few times in a week.
- 52.9 percent Population said that they rely on fast food and maximum population said that they prefer having dinner as their fast food.
- 62.7 percent people has seen changes in the quality of fast food.
- People having different preference in their cuisine but around 37.3 percent of them like Indian cuisine.
- 43.1 percent of the people like to eat at a restaurant. Preferably they like having from the food chains like Mc Donalds, Dominos, KFC, and also from their local chains and restaurants.
- Around 54.9 percent people said that they spend more than 1000 rupees in a month on having fast food. Surveyed stated that they prefer having food from different outlets rather than one.

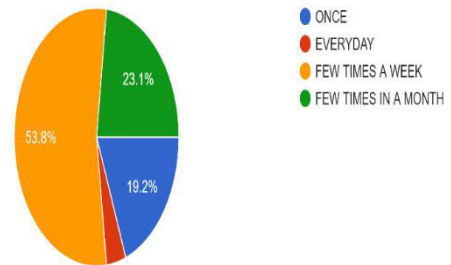
DO YOU PREFER EATING FAST FOOD OR COOKING YOURSELF?

52 responses



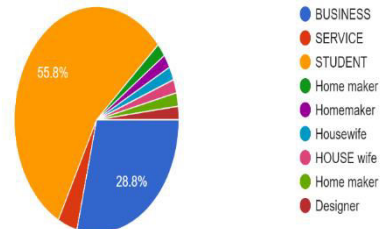
HOW FREQUENTLY DO YOU CONSUME FAST FOOD IN A WEEK?

52 responses



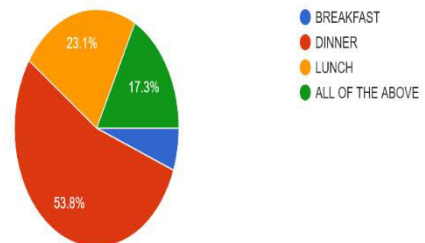
OCCUPATION

52 responses



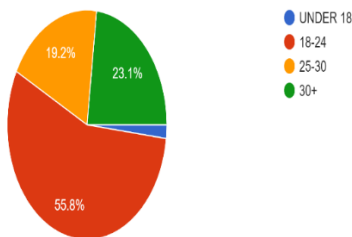
WHICH MEAL YOU ARE LIKELY TO HAVE FROM A FAST FOOD CHAIN?

52 responses



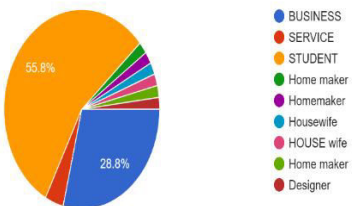
AGE GROUP

52 responses



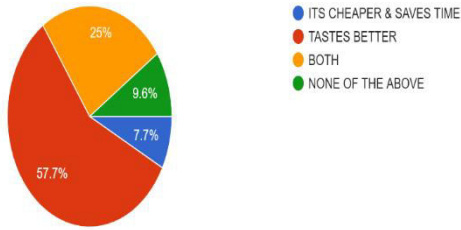
OCCUPATION

52 responses



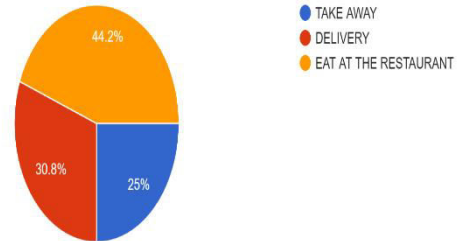
WHY DO YOU PREFER FAST FOOD OVER ANY OTHER CATEGORY OF FOOD?

52 responses



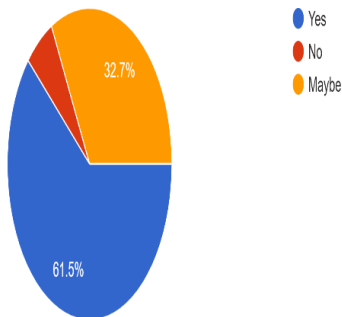
WHAT DO YOU PREFER WHILE HAVING FAST FOOD?

52 responses



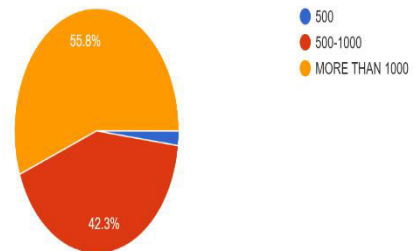
HAVE YOU NOTICED ANY CHANGE IN THE QUALITY OF THE FAST FOOD?

52 responses



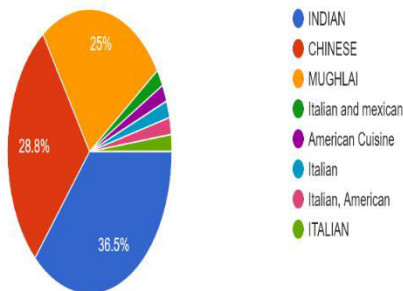
HOW MUCH DO YOU SPENT ON FAST FOOD IN A MONTH?

52 responses



WHICH TYPE OF FAST FOOD DO YOU PREFER?

52 responses



4. CONCLUSIONS

- o All the global sustenance players like Pizza Hut, Dominos, McDonalds and KFC are contributing tremendous measure of cash to snatch an offer of the exceptionally worthwhile market.
- o The reasons behind choosing fast food are mainly because of costs and tastes and the growing need of the individuals. No one is ready to cook themselves and finally the option to order from restaurants. specially those who are living in the pgs or are living outside without their parents they are the one who are mostly dependent.

- o There are many health effects that fast food have on the body of an individual. Such as the person can be prone to diabetes, obesity, and many more .
- o There is a large scope of food and beverage industry in India as the population of our country is increasing the need of the fast food will also increase.

BIOGRAPHIES



Prateek Prashar is a student completed his BBA from Amity University and wishes to do something for his country and resolve society problems and be entrepreneur in his life.



Sakshi Manchanda is a student pursuing her BBA from Amity University, She's a leader in peace keeping organization BSG (BharatSoka Gakkai). And she want to be an entrepreneur.