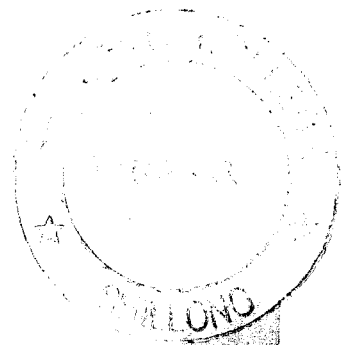


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Assignment on Tourism Industry

Subject: Entrepreneurship

Topic- Food Tourism

Submitted to:

Dr. Wanda (HOD of BBA)

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Class- BBA 6th semester

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PREFACE

The most important factors involved in visiting a new place are to see a place that you've never seen before and to be exposed to a new culture. However there is yet another reason that has been quite popular in the recent years and that is; to visit places based on their culinary culture. Recent year's most popular type of tourism, the culinary tourism helps people understand the food culture of the places through many different activities.

Turkey, following the same trend, is one of those countries where the culinary tourism has become very popular over the years. Whether tourists within Turkey or outside of Turkey visit certain cities and towns with only one goal in mind; to taste the local food or get to know a certain city or region through its cuisine. Obviously the most effective way to get to know the culinary culture of a place is to taste the local food. However there are many other activities that introduce the local cuisine. Cooking classes or demonstrations are one way to do that. Another way is by visiting the local marketplaces and [preferably small] production centers that produce locally unique products, watching the production process and get a tasting at the end. An example can be given in the case of olive oil. In the month of November, during a trip to Ayvalık, Edremit region that is known as the olive oil capital of Turkey the visitors can experience olive harvesting, learn how to process the olives, visit a factory and find out about the making of olive oil and in the end get to taste freshly squeezed olive oil. The tour would not be complete without tasting the wonderful local cuisine cooked with olive oil using the local products.

Whether you plan a custom trip on your own, or go through a travel agency to join one of their tours, the gastronomic travels have become the tourism of choice in the recent years, and it is one of the most delicious ways to get to know a new place and culture. So, in this whole assignment you will get all the knowledge about tourism industry and also about food tourism/culinary tourism in brief.

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EXECUTIVE SUMMARY FOR MY COMPANY:

Virtually any experience can be enriched by food and drink. When done well, food tourism can become a primary driver for visitations and a valuable tool to boost economic, social and community development. By increasing the opportunities for visitors (and locals) to enjoy an authentic “taste of place”, food tourism can have a significant impact on the viability of local food systems and allow the agricultural story of the destination to shine.

The state of Meghalaya is well known for its local foods also and was developed to position the region as a food tourism destination. Significant opportunities exist to enhance the established Taste Real initiative to become a tourism driver for this state and to leverage the existing agricultural, food and beverage assets in the region. These assets include authentic on-farm experiences, a wealth of agricultural products, restaurants with a demonstrated focus on local sourcing, new and emerging craft breweries and popular festivals and events. This Strategy was designed with a focus on meeting the strategic objectives of Taste Real (as listed on the Taste Real website), which fall into four categories: • Build upon the current authentic local food networking by engaging agriculture, food and tourism partners and community ambassadors. • Foster the creation of infrastructure and distribution networks throughout the supply chain. • Develop, promote and deliver innovative products, services and experiences. • Facilitate transfer of knowledge, skills and Best Practices to mobilize the strategy. Recommendations contained in the Strategy were developed through inventory collection, market readiness assessment using the Experience Assessment Tool™ (EAT™), and stakeholder outreach. A Steering Committee, organized by “Taste of Meghalaya” and the state of Meghalaya, was engaged throughout the development of the Strategy to provide insight and feedback.

HOW TO GIVE A BUSINESS ITS OWN IDENTITY?

Before you can open your doors for business, you need not only to put your legal house in order but also, make decisions about the words and visuals that will represent your business and mold its identity. As you get ready to create your business image, there are few tasks you need to have already taken care of such as:

- Determine how my business will be positioned in the market and the business' place in the field.
- Know your target market; who they are, where they can be found, and the best way to entice them to your business.
- Decide how you want your business to be perceived and experienced in the marketplace. It is your brand. While you decide what your brand will be, how successful you are at creating the brand depends on your client and customers experience of your business.
- Complete a business plan.
- Consider the benefits and disadvantages of the available legal structure of your business entity could operate under and select the form of business that is best for you. Your options include sole proprietorship; partnership; limited; C Corporation; or S Corporation. Most home business entrepreneurs start out as a sole proprietorship, but you need to know what the risks are before you do so.
- Obtain licenses, permits and zoning waivers as required by your city or county.

ESTABLISHING YOUR BUSINESS IDENTITY:

Once you've put in the foundation of your business, here are eight tasks to put your business into the world:

1. **Create a tagline or slogan for your business.** You should have already created a business name. Now you want to come up with something catchy that tells of your brand promise or identify. For example, "Just Do It," is a slogan for Nike.
2. **Obtain Address and Phone Numbers for Your Home Business** If you don't want to use your home address; you can get a P.O. Box at the U.S. Post Office or a mailbox at a mailing store. You can get tax deductions on a second business phone line in your home or purchase a distinctive ring to separate business from personal calls. Having a business address and phone number gives a professional appearance.
3. **Open a Business Bank Account** The IRS prefers that you keep your business expenses separate from your personal account.

4. **Apply for an Employer ID Number with the IRS** If you started your business under something other than a sole proprietor; you'll need to obtain an EIN. But even if you are operating as a sole proprietor and EIN can be helpful. First, it's free, and it gives you a Federal number, so you don't have to use your social security. Second, you'll need it to open a business bank account.
5. **Create Your Business Logo** A good logo goes a long way in establishing your brand and business identity. Your logo should reflect what your business does. It should be unique, eye-catching and easy to identify.
6. **Order Business Cards** Many entrepreneurs are stingy with their business cards, but they're so affordable and easy to share. You should have a large stash and hand them out to anyone and everyone who is or knows a potential client. While you can print them at home, you don't want to use DIY if it can jeopardize your professional image.
7. **Create and Order Your Business Stationery** Depending on your business; you may not need stationery. Still, it doesn't hurt to have some for faxing or other correspondence. Your business card resource probably has an option for stationary, envelopes and return mail stickers or stamps.
8. **Establish an Online Presence for Your Business** It doesn't matter what business you're in, you should have an online presence. Today, most people go online and not the Yellow Pages to find businesses. Further, they use the Internet to learn about you and your products or services. Websites serve as a useful form of inexpensive advertising for most businesses. Even the most basic of websites can work well as your online brochure. You may also decide to set up a blog for your home business, either in conjunction with or instead of, a home business website.

HOW TO EVALUATE BUSINESS OPPORTUNITIES?

Whether you're starting a small business from scratch or purchasing an existing company or franchise, you need to take steps to evaluate the business's potential and your abilities to make it work. According to the Small Business Administration, your investigation must be thorough, analyzing the risks and benefits of the opportunity. Review the potential and the pitfalls inherent in the business to make an informed decision and increase your chances of success.

- **Self-Analysis**
- **Financial Components**
- **Market Research**
- **Risk Assessment**
- **Support**

Self-Analysis

Most small businesses fail because of poor management and the owner's inability to manage resources. Before you even start researching the feasibility of your idea and the market you plan on entering, evaluate your own talents, desires and goals. Consider your willingness to take risks as well as the amount of time and energy you'll need to make the business a success. Review your financial, personnel and marketing skills as well to ensure you have the necessary background to make a success of your new venture.

Financial Components

After learning about the investment required to purchase the existing business or franchise or the start-up costs you'll need initially, evaluate your own resources. Part of a financial assessment includes the amount you have in personal savings to add to the initial investment. Banks typically require entrepreneurs to come up with a portion of the investment to show good faith and willingness to take a risk with the lender. Assess the

financing available through the seller, investors and lenders when evaluating your chances of succeeding.

Market Research

To thoroughly understand what you're getting into, perform an extensive market research project to determine the feasibility of your business. In addition to gleaning statistics of trends and current customer buying patterns, you need to know who your customers are, where they are located and what kind of competition exists in your area.

Risk Assessment

A complete evaluation of a business opportunity includes a risk assessment. An honest appraisal of the potential risks inherent in your new business can help you prepare for possible problems and decide whether the risks are worth the investment. Details you need to consider in the risk assessment process include factors that could negatively affect your business, such as the general state of the economy, weather events and your competition's competitiveness. Internal considerations should include your own health, the level of credit available to you and the number and type of employees you'll need to hire to run the business efficiently.

Support

Finally, evaluate the amount of support you expect to receive from your family and the community. You'll most likely spend an inordinate amount of time in the initial stages of opening your new business, which could affect your family relationships. Outside hobbies and commitments may need to be curtailed for some time. Attitudes and cultural preferences in your community can impact your ability to grow and sustain your business. Evaluate your standing on all these fronts to ensure you've got the necessary support to be successful.

HOW TO DEVELOP A BUSINESS PLAN?

A business plan is an important factor in successfully creating a business, and is often an essential part of qualifying for funding. Business plans are written documents that

describe and analyze your business, and provide detailed information about your short and long-term goals, your strategies for achieving those goals, and your company's strengths and weaknesses as they relate to your market. A properly developed business plan will improve your chances of finding investors, and is an effective guide that can be used to keep you on track in the future.

HOW TO DEVELOP A TOURISM BUSINESS?

Tourists are people who travel outside of their home-base environments in order to spend time visiting a different environment in either a business or leisure capacity. Both vacationers and those on business trips are considered tourists, and they may be touring either domestically (within their home country) or internationally. A tourism business is any business that centers on catering to tourists' needs. Follow these steps for how to develop a tourism business.

❖ Decide which sector of tourism you would like to focus your business on.

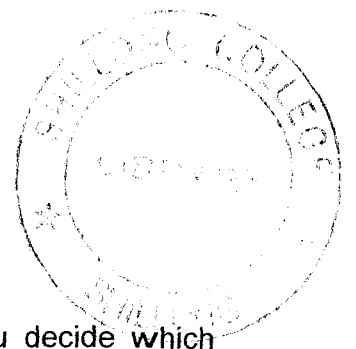
You have several options to choose from when it comes to developing a business in tourism:

- **Transportation services.** This sector involves transporting tourists to, from and around the tourist destination.
- **Travel agencies.** Travel agencies are the 1 stop shop for everything involved with visiting a place, including transportation, accommodations and attractions.
- **Accommodations.** These include hotels, motels, bed and breakfasts, hostels, rental houses, condos and any other place tourists may stay while travelling.
- **Guided tours and tour guides.** A guided tour service or professional tour guide is a tourism business that specializes in providing informative and entertaining tours through an area's local attractions.
- **Hospitality.** A hospitality business pertains to any food or beverage establishment that tourists may frequent.

❖ Take your geographical location into account.

Your local tourist attractions are good indicators of what would and would not make a successful tourism business venture. For example, if your area is secluded from the populace and dense with wineries, then guided winery tours, local bed and breakfasts and airport transportation services are all viable business options.

❖ Size up the competition.



Thoroughly research the tourism businesses in your area before you decide which business in tourism is right for you. You will want to choose a tourism sector that is not overly congested, and one that you can contribute something unique to.

❖ Write a business plan.

Your business plan is the blueprint for your tourism business, and should include the following sections:

- Executive summary. Describe your business's purpose, name, location, personnel needs, tourism business management staff, market sector, competition, marketing plan and financial projections.
- Tourism business summary. This should detail how the business's ownership will be distributed and the start up requirements (funding, assets and location).
- Products and/or services. You need to outline the products and/or services your business will be providing for tourists.
- Analysis of the market. Provide information about your target market and your competition.
- Tourism business strategy. Describe how you plan on running your business, marketing your business and pricing your product or service.
- Financial summary. State your projections for your business's expenses and income.

❖ Procure the necessary funds.

Present your business plan to potential lenders and/or business partners in order to obtain the start up and operating capital you will need to run your business in tourism. **Obtain all applicable business licenses.** Get the necessary business licensing through your local government's business regulatory agency!

❖ Market your tourism business.

- Use social networking sites. Set up accounts/pages on free social networking sites.
- Create a website for your tourism business. Be sure to hire a specialist for search engine optimization (SEO) in order to maximize your site's online presence.
- List your business on all applicable online directories and review websites.
- Advertise in print mediums. Take out ad space in newspapers, magazines and trade/lifestyle publications.

WHAT ARE THE MOST IMPORTANT RESOURCES TO FORM/START ANY BUSINESS?

Starting a business can be daunting, but many people open successful businesses each year. Those who do succeed typically spend significant time raising capital, doing market research and developing a realistic business plan before launching their new company. Of course, careful preparation isn't an absolute guarantee of success, but it can improve your chances enormously. Take stock of your resources and be prepared to meet the challenges you'll encounter. Some of the key points to determine any business requirements are:

- **Financial resources**
- **Human resources**
- **Educational resources**
- **Physical resources**
- **Emotional resources**

Financial resources

The most important element in starting a business is funding. Even the most basic home business incurs a multitude of startup costs, including registering a business name, obtaining a business telephone line and printing business cards. Financial resources can be obtained from a variety of sources, the easiest being from the personal accounts of the company's founder. Alternatively, loans and lines of credit may be granted from financial institutions, friends and relatives, private investors and even the United States government. In addition, many grants are offered from private and public sources to entrepreneurs of all demographics and personal situations.

Human resources

The success of an organization is heavily reliant on the talent and strength of its employees. The hiring of experienced professionals with track records of excellence within their area of expertise ensures that the mission and goals of the company will be carried out efficiently and with competence. Strong team members can be recruited

using a variety of methods. Staffing agencies and executive search firms specialize in placing talent of all levels within every industry. An alternative is to find employees through referrals from individuals whose judgment is trusted.

Educational resources

Perhaps the greatest thing an entrepreneur can do when establishing a new business is to gain as much education possible. By understanding her competition and gaining an in-depth knowledge of her industry, she will be better prepared to make smarter decisions regarding the direction of her firm. Educational resources can be found through professional trade associations that are geared toward her industry, her local chamber of commerce as well as the Small Business Administration.

Physical resources

Whether a small home business or a retail operation with multiple locations, every organization must have the appropriate physical resources to survive. This includes a proper workspace, working telephone line, adequate information systems and effective marketing materials. This aspect of business planning can be one of the costliest. As such, it is important for an entrepreneur to realistically assess his needs before making any purchases.

Emotional resources

Starting a business can be an extremely stressful endeavor for an entrepreneur to undertake. To maintain his/her sanity as well as stay motivated, it is important she have a support team that can give her inspirations and guidance as needed. This team may be composed of friends and family as well as a mentor or professional group.

As mentioned in the above points before starting any business we must be concern with this terms whether we are starting a small business or we are running a MNC(Multi National Company) and also for tourism business the key point is the same because these are the basic things before starting any business.

FIRSTLY, LET US START BY KNOWING WHAT A TOURISM INDUSTRY IS?

The people, activities, and organizations involved in providing services for people on holiday, for example hotels, restaurants, and tour guides.

Tourism is travel for pleasure or business; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international, or within the travelers country. The World Tourism Organization defines tourism more generally, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes".

In the world of tourism they have various types but if you are an entrepreneur who wants to start a business in this field you have to mainly focus one of its types. You can your share your ideas and your perspective by choosing a particular field.

Although many of us have been "tourists" at some point in our lives, defining what tourism actually is can be difficult. Tourism is the activities of people traveling to and staying in places outside their usual environment for leisure, business or other purposes for not more than one consecutive year. Tourism is a dynamic and competitive industry that requires the ability to adapt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism businesses.

❖ Tourism encompasses

- i. Inbound tourism**
- ii. Outbound tourism**
- iii. Domestic tourism**

Inbound tourism

The tourists coming to BC from other places are called inbound tourists. BC competes in a global market to attract tourists from the United States, Japan, Germany and many other countries. The industry also implements marketing campaigns aimed at attracting travelers from other parts of Canada, as well as from within British Columbia.

Outbound Tourism

Outbound tourism is what you may be most familiar with. It involves the people going from British Columbia to other provinces, territories or countries. For example, going to Hawaii for a holiday is considered outbound tourism

Domestic tourism

Approximately half of the tourists in BC each year are actually from within the province. BC Stats and Destination BC consider those travelling beyond their usual environment (typically more than 80 km from home) for business or for pleasure to be tourists.

After doing a brief study about tourism industry now we all know that it is not that easy to set up a market/business in this field. But we all fail at first attempt if we keep on trying again and again one day we will succeed no doubt about it. As we all know tourism industry has many other types(travel agencies, adventure tourism, aquatic tourism, handlooms, handicrafts etc) we know that if we focus on one particular field we all have a scope but I have come across to the conclusion by selecting food tourism/culinary tourism.

I will explain more about food/culinary tourism in brief but before that we have to know what food tourism actually is? Why food tourism? How it has become the latest trend in promoting tourism industry? Etc. so let's get started...

WHAT IS FOOD TOURISM OR CULINARY TOURISM?

Food tourism (or "culinary tourism") is simply a matter of traveling beyond your immediate neighborhood to find great food. Of course, the further you are willing to travel, the broader the range of culinary experiences will be. Whether you're heading to Italy for the pasta, Napa for the wine, or Texas for the barbecue, you are a food tourist. Of course, we prefer the term "Taste Trekker." It used to be that people traveled to distant lands in order to see historic monuments or to have an adventure. Now, however, some people are heading to distant lands in order to eat historic food or have a culinary adventure. Food tourism is sweeping the world and is becoming something that everyone should know and understand. But what, exactly, is food tourism? We've all seen the little tourist center at the popular vacation destinations. You walk in and the guide will help you to find the best lodging, shopping, and things to do in the area. These tourist centers are a great help to someone who is unfamiliar to the area and just wants to enjoy the sites. But what about people who traveled to the area specifically to try the cuisine?

Culinary shows have become the rage in most parts of the world. Shows like "Ramsey's Kitchen Nightmares", and "Top Chef", are helping ordinary people to understand the ins and outs of all types of cuisines. Cookbook sales have gone through the roof, all

because people want to attempt to recreate the dishes that they see on these television shows.

Reasons to visit

Some people believe that instead of trying to recreate a dish, they should go to the country that is famous for it. Take, for instance, John. John enjoyed eating Chinese takeout from the local fast-food Chinese restaurant. One day John decided that he wanted to see what traditional Chinese food was like, so he hopped a flight over and spent a week traveling the country, trying different foods. It might sound a bit incredible, but this type of a situation is occurring more and more regularly. One survey found that one in six of 150 million United States tourists took a food tour or tried a cooking class in another country while they were on vacation. Some of those people actually traveled to their destination spot just to try the specific cuisine. There have been people that have traveled to New York City in order to eat from one end of the Big Apple to the other, and those who have gone "down under" just to have a steak off the infamous "Barbie".

Planning a Trip

Food tourism is something that is becoming more commonly understood. But how would someone decide where to go, and what to see? It's fairly simple, actually. Tourists should first decide which type of cuisine they would like to try. Start by figuring out which food they love the best and by doing a little research. Then, after the tourist arrives in the city, they should seek the advice of others. Ask the local cab driver or the hotel clerk where the best places are to eat. Don't think that you have to stick to gourmet restaurants. Sometimes the smaller restaurants that are on the side streets are the best places to try traditional cuisine.

WHY FOOD TOURISM OR CULINARY TOURISM?

Culinary tourism or food tourism is the exploration of food as the purpose of tourism. It is now considered a vital component of the tourism experience. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.

Culinary or food tourism is the pursuit of unique and memorable eating and drinking experiences, both near and far. Culinary tourism differs from agritourism in that culinary tourism is considered a subset of cultural tourism (cuisine is a manifestation of culture) whereas agritourism is considered a subset of rural tourism, but culinary tourism and agritourism are inextricably linked, as the seeds of cuisine can be found in agriculture. Culinary/food tourism is not limited to gourmet food.

While many cities, regions or countries are known for their food, culinary tourism is not limited by food culture. Every tourists eats about three times a day, making food one of



the fundamental economic drivers of tourism. Countries like Ireland, Peru and Canada are making significant investment in culinary tourism development and are seeing results with visitor spending and overnight stays rising as a result of food tourism promotion and product development

CULINARY TOURISM IN NORTH EAST MAINLY (MEGHALAYA, ASSAM AND NAGALAND):

Tourists often overlook the cuisine of Northeast India. But the region, home to various religions and more than 200 tribes, offers food lovers and cultural seekers with an opportunity to taste the cuisines of various cultures which trace their ancestry to faraway lands in Mongolia and Southeast Asia. This is the reason we have come up with this tour, dedicated to the exotic and tasteful cuisine of Northeast India. And besides the food, the natural bliss and friendly people of the region come as a perfect combination to all the delicacies.

Starting from the bustling city of Guwahati, where the conglomeration of the various ethnicities of northeastern India has opened doors to various restaurants that offer some unique cuisines, the tour will lead on to the rain-fed forested and grassy rolling hills of Meghalaya. You will visit Shillong, a lush and beautiful hill station, and Mawlynnong, the delightful cleanest village of Asia. Populated mostly by the Khasi Tribe, the region will provide an opportunity to taste the delicious Khasi food, which mostly consists of various meat items, herbs and organic vegetables. Beside the cuisine, you will be visiting the various lakes, waterfalls and living root bridges that the region is famous for. Continuing on to the fertile grasslands of Kaziranga National Park, a world heritage site teeming with wildlife, you will get a chance to experience thrilling elephant and jeep safaris into the jungle. The popular ecotourism destination has many restaurants where you will get to taste traditional Assamese and Mishing tribal cuisines. Lastly, the tour will continue to the verdant mountains of Nagaland, the land of the fierce Naga tribes. In the hill station of Kohima and surrounding simplistic villages, you will get to taste India's most exotic cuisine, dishes which deal with all kinds of meats, birds and insects. Nevertheless, some of their more normal dishes, such as those consisting of chicken, pork or beef, are quite delicious and can be eaten by anyone.



Along with the exotic cuisines, the nature, cultures and wildlife of Northeast India will overwhelm the traveler just as much. This boutique tour is available throughout the year, though wildlife activities are only possible during winters.

THE RISE OF FOOD TOURISM: HOW FOOD TOURISM CAN BOOST THE

HOSPITALITY & TOURISM INDUSTRY?

For the hospitality and tourism industry, does marketing food have a big impact? There are a number of implications on the positive impact food tourism has on helping the growth of hotel and tourism businesses, such as

- Positive media coverage
- Increased website traffic
- Increased number of bookings from food tourists

FOOD TOURISM – THE LATEST TREND

Public interest in food has been steadily increasing, ultimately transforming food tourism into the new global trend, even more so fueled by countless unique food experiences posted on social media sites. Unlike common tourism, food tourism focuses on culinary experience—food and drink that are locally sourced, rather than mere sightseeing. According to the Ontario Culinary Tourism Alliance (OCTA), culinary tourism refers to “any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques”. The concept suggests people pursue a memorable food or drink experience by developing a better understanding and/or consuming local food or drink with the essence of culture in them. It is considered first-hand cultural experience and it is on top of the tourist attraction list.

WHAT HOTELS AND TOURISM BUSINESSES CAN DO TO PROMOTE FOOD TOURISM?

As food tourism is a growing tourist attraction, hotels and tour agencies can promote certain cuisines at certain countries by organizing regular tours focusing on cuisine. For instance, Four Seasons Hotel in Hangzhou, China, runs a private dinner and tour where tourists will be taken to the local food market where they can enjoy authentic Shanghainese and Cantonese cuisine.

Social media plays a role in driving the interest and enthusiasm in food experiences. Hence food tourism is massively popular among millennials, who share their food experiences on social media sites such as Facebook, Twitter, Instagram and YouTube. It is possible for marketers to acquire additional promotion through organizing events, such as market feast or beer festivals, and encouraging millennials to share the experiences on social media. Furthermore, a recent study by the United Nations World Tourism Organization (UNWTO) involving the UNWTO Affiliate Members working in different sectors, shows that food events are the most popular tourism product, followed by cooking class and workshops, as well as food fairs highlighting local products. Similar study also reveals that organizing events is the most used marketing and promotion tool, followed by brochures and advertising.



SOCIAL MEDIA FOR FOOD TOURISM

Current food tourism trends include food bloggers and food Instagram accounts, with videos, reviews and recommendations to top it off. Food photography is one of the most popular forms of Instagram posts along with fashion and photography. Popular food related hashtags on Instagram such as #foodie, #foodporn and #nom has over 20 million images. Users who share their experience ultimately gained thousands of followers, drawing attention to the places they visited, contributing to brand awareness and brand recognition. Additionally, the #travel hashtag also features many culinary posts. Therefore, food photography contributes to the improvement in tourism.

Another strategy is to enlist the help of social media influencers, particularly, food bloggers. Some food bloggers have a massive online following, which would

contribute to increasing a hotel or a restaurant's publicity. By allowing food bloggers to write reviews, take stunning photos of the food, and share their experiences, visual content for the restaurants are generated. Social media examiner published a social media marketing report in 2016, which shows that 37% of marketers considered visual marketing to be the most significant form of content, with blogging following after. Furthermore, social networking sites such as Instagram and Snapchat that primarily covers visual content (photos and videos), can be considered tools to use in visual marketing.

HOW FOOD TOURISM HELPS TO PROMOTE DESTINATION MARKETING?

As food is an integral part of cultural experience, some believed that food tourism plays an important role in promoting destination marketing. For the millennia's, the internet is the main source of information as well as inspiration. Hotels and tour agencies can develop relevant content as part of their destination-marketing strategy. For instance, Australia has their own Instagram page focusing on all things local and featuring tourist attractions and culinary hotspots. Hence tourists are able to plan thoroughly—which places to visit and what food or drink to try.

To conclude, culinary experience is becoming more and more a focus for traveling. As a new trend with a high amount of interest among the millennia's, there are quite a number of digital marketing trends that hotels, restaurants and tour agencies need to catch up to, focusing on content strategy and development. Moreover, some believed that dining is not the 'final destination' for food tourists, rather, it is learning about where the food comes from and how it was produced—is the future of food tourism. This means that there is an increasing request for a memorable cooking experience, and it is crucial for hotels and tour agencies to expand their culinary tourism choices in order to meet their customers' demands and provide quality food tourism experiences.



MARKETING PLAN

Smart small business owners know the importance of a business plan, which outlines your company's course for success. One critical portion of that plan is your marketing strategy. We make business plans to be unique among all our competitors.

If I see myself as an entrepreneur even me I have to make my own plans which have to be unique. I would start it by opening a small business in this field and invest the

desired amount which is required by ignoring all the other miscellaneous expenses. My first strategy would be to research each and everything about tourism world and analyze each and every sector of tourism industry what business is at the top and which has not been famous yet but still have a high scope by putting a little effort and which has the average value.

Nowadays we see each and every business has their own- own competitors no business is free of it, even we open a pan shop or a shopping mall the competition is always there no matter what field is it. The one who succeeds is always because of their unique strategy.

So my strategies for my business are as follows:

1. Know your niche:

We all are familiar with the term niche it means a comfortable or suitable position in life or employment.

Before starting my business plan first I have to do a brief research of food tourism so that it will help me to gain more knowledge about this field. Meghalaya is famous for its so called dish "jadoh" it is one of the most preferred dish by the local peoples and more by the tourists. It is loved by each and every population of Meghalaya. Many tourists visit this state just to taste this local food. It is made by the blood of pig and including rice, sometimes they use rice which is farmed in their own land to increase the flavor, and the recipe of jadoh is also simple only the blood of pig, rice, and salt and then cook in their preferred dishes (pressure cooker or just a bowl type utensil) and the people mostly combine it with a pork dish called "dohkhleh" it is made by boiling the pork and then meshing the pork with the combination of onions and various types of spices like chilies etc. so, my aim is to open a local food restaurant which is special in making the local foods of Meghalaya by adding different combinations of flavor. I know there are many local food stalls, restaurants which in Khasi languages known as "Dukan ja bad sha" which means "shop for rice and tea" if you go in any district of Meghalaya this business is hold by the local peoples of Meghalaya so somewhere there are more expert is cooking there cultural food because they are master of this. Since, I am non tribal so it will take time for my business to run and many of them will not be aware of this so my strategy to spread this business by posting strong and attractive advertisement to various parts of Meghalaya.

When it comes to the exact location where I should start this business is at Mot karahi, khleishnong, Cherrapunji. In dealing with partnership business with orange roots restaurant which was established on 4th march 2015 and has ranked number 1 among all the 6 restaurants of Cherrapunji and which is very much famous for pure vegetable Indian cuisines with a seating capacity of 50 people and they provide a good facility to the tourists which includes breakfast lunch and dinner and having a large parking area and clean rest room facilities just alongside the road.

So the strategy is to open my business in partnership by dealing it to the owner of orange roots, because it will be hard for me to invest a huge amount of money buying a plot of land since I am just a new comer in this field. Yes I know there will be quite hesitation to make the decision by the owner of orange roots but it is up to me how I will deal with the owner and explain the strategies that I am going help for both the business to run. If I get the permission to be partner with orange roots my main focus would be on non- vegetarian items because in Meghalaya most of the dishes they are prepared with non-veg items. Since orange roots is specialist in vegetarian foods and Indian cuisines which includes (pure vegetarian combo meals/plate meals/thali besides Indian breakfast including puri sabji, chola batura and snacks). So one side they will sell vegetarian foods and one side I will sell all the non vegetarian items because every tourists are not vegetarian so there should be something non-veg for them too which are the all the local foods of Meghalaya. So that it will not only target to the tourists but also to the local peoples who are nearby and also to those who are concern not concern of this I will notify them with the help of a good advertisement program me. When I start new in this business I will first offer by giving them discount up to 50% for the 100 lucky customers if the price of a plateful of jadoh with meat and 2 types of chutneys and sabji is 70rs then I will offer them at the price of 35rs only, so that they will come to know about this specific restaurant which is newly opened as well as they will get to taste new combination of dishes of local foods.

2. Develop clear insight into why a potential customer would use your business:

A good customer always sees the efforts of a company how much that company is trying to provide them with the best possible service. My strategy is to provide my customers a good facility. The name of my restaurant will be "taste of

Meghalaya” the reason why I chose this name because of the service which I am going to provide them by giving them a special offer. And the slogan of my restaurant will be “try something better”.

The reason why I chose this name of my restaurant because it includes all the cultural/local foods of Meghalaya but mainly non-vegetarian by combining the taste with different- different foods of this state and Meghalaya is not only famous for Khasi food but also Garo foods like Do’O Modipol (chicken with raw papaya), Na.kam Chutney Rasin mung (dry fish chutney with onions) etc are the local foods which is consumed in south, north and west Garo hills so it will give a chance for my customers to get it all in one shop including both Khasi and Garo foods.

The meaning of my slogan “try something better” denotes the best service which I am going to provide to my customers i.e., any new customer who is new to my shop they have to register all their details in a particular form which I am going to provide them including normal format like (name, address, sex, phone number, occupation, rating of my newly opened restaurant) then the details will be saved in the customer’s account so that the details are accurate. The reasons why I am going to make this account because if a customer is regular to my shop and eats his/ her breakfast/lunch/dinner more than 15 times in my shop then I will give them free breakfast/lunch/dinner (according to the customer’s choice) for two days, but under one condition every time the bill of an individual should be or above 150rs then only the customer is applicable for this offer. And the format of customer account is something like this:

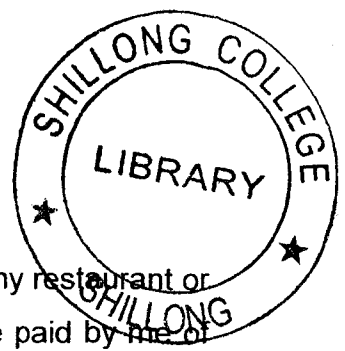
Customer’s Account

Name of the customer	Number of times the customer's visited is denoted by(√) Bills he/she made(rs)														
1. XYZ	√	√	√	√	√	√	√	√	√	√	√	√	√	√	applica ble
	150	151	152	153	154	155	156	157	158	159	160	161	162	163	
2.ABC	√	√	√	√	√	√	√	√	√	√	√	√	√	√	Still not applica ble
	120	130	135	140	165	110	90	200	100	80	55	170	100	110	

3. Identify competitors that would also want your target customers:

No matter how original your product or service may be, there is always competition for your target customer's. Our competitor always comes up with an idea which is already applied by their competitors but with new innovation in it, to attract our customers and to increase their sales value.

If my business partner orange roots will help me in succeeding and growing my business later on if I will have high sales value than theirs they may be the one who will be my biggest competitor by using my own strategy to their business for the growth. They may change their strategy by converting their Indian veg cuisines store by selling non-veg items too and kicking me out with this deal. So I have to apply this technique not only for me but also for them too. If I give my customers free breakfast/lunch/dinner if they are applicable, then at the same



time they can have a choice where they want to eat it whether in my restaurant or at orange roots. If they choose orange roots then the bills will be paid by me or whatever they eat but it will be applicable only for one time not more than that. This is how even my competitor will also want my targeted customer's.

4. State your brand position for your target customers:

Since I am new to this business it will be difficult for me to state a brand position, my brand position will depend upon my partner because as compared to it orange roots is far more famous than me. So whatever the position of it has secured till now is just because of the services which they are providing them to the customers (as mentioned above). So if I have to select the brand position for my business for time being I would also chose a statement which other enterprise says by providing them with the best service and according to my marketing plan whatever I have shared till now I will be following this path and put the bestest effort of mine until and unless I will succeed in this but, I will assure you that I will not let my customers be disappointed because of my poor service, even if i get good feedback from my customers that will help me boosting up and if I get negative response also it will boost me up because it will teach me a lesson that this much of efforts and hard work is not enough, I will challenge myself everyday and fight for achievement. But one thing I will just state that "I am just full of surprises and even in my business you will always you will always be surprised. If my business grows popular then I will look forward to open my own restaurant and as well as I will make branches of it. But before that my foods and cuisines should be likeable by all the customers as well the offers and services which I provide to them this will help going forward.

5. Audit if all else fails:

If the strategy is not going to work accordingly which I have planned than I have to restart in my planning procedure again and I have to analyze the details briefly in which I have failed, I should be always ready with my backup plan. If I don't achieve anything in this business. Then I will start this business where there is good crowd of people including tourist people also. I will take a shop on rent in which I will make the advanced payments if the owner of that shop will ask. Most probably location where I will be ready with my backup plan will be the most famous place of Shillong which is "police bazaar" because each and every individual of this state is aware of this place even though it is it does not have hills and waterfalls like Cherrapunji but it is considered to be the one of the busiest place of Meghalaya and whatever you don't get in whole Meghalaya you will get it here. And the exact location where I will open my restaurant will be at MUDA complex, because it is not only a complex but a brand of its own.

What will be my marketing approaches?

Now I have known all the elements of my plan, I need to figure out how I am going to reach to my target customer. Aside from traditional print and broadcast media, here are three tech-driven marketing channels that many of today's business owners utilize.

- **Social media**
- **Email**
- **Phone**

- **Social media**

Social media has become an essential part of businesses' marketing plans because every type of customer is on some type of platform, such as Facebook, Twitter, Google+ or LinkedIn. I have to figure out where the customers are spending most of the time connecting to which platform then I will set up a shop on that platform. We see nowadays each and every company reaches to their target customers with the help of social media because it is the biggest platform till date where you can connect many people and stays connected to them. Then I can create my own page on Facebook and get the reviews from the ones who have already visited to my shop, it will take time but I know it will be effective too. Than later on I can take help from my friends those who are in YouTube business who are bloggers, who have their own channels in YouTube. I will notify them to advertise about my newly opened shop then I will advertise it through printing also by posting banners also.

- **Email**

Though email marketing may not be as new a concept as social media marketing, it is an effective and popular choice for small business owners. Companies can implement email marketing techniques in a number of ways, including newsletters, promotional campaigns and transactional emails. For instance, Mail Chimp and Constant Contact help companies to manage their email campaigns."Not all subscribers want to receive the same blast," "Smart email marketers take the time to segment subscribers at the outset, and then continue to segment based on subscriber activity. Through segmentation, companies reduce the amount of unsubscribe, increase open rates and, most importantly, increase the amount of actions taken from an email send."

○ Phone

The popularity of smart phones and tablets has changed the way companies target their customers. Since people have the devices with them nearly all the time, companies are looking to implement strategies that reach customers on their gadgets.

"Mobile marketing is interruptive," It's because of this power that a marketer has to let the consumer determine how and when to receive marketing material. That's why almost every app comes with the option to turn notifications on or off. The consumer has to hold the power with mobile marketing.

MONITORING RESULTS

Creating a well-defined list of budgets, goals and action items, with appropriate personnel assigned to each, can help make your marketing plan a reality. Since, I have made the plans for my business now I have to figure out how much should I spend on this business and also to my backup plan. If Ideal in partnership with orange roots first I have to pay or invest a good compensation for the deal so that I can use a small part of his/her area. According to my plan I have decided to open my restaurant by asking a small area of the orange roots because as I have mentioned earlier orange roots a huge area for parking, so if I ask a bit of area there is no harm, because I am going to pay for it to the owner of orange roots and try to recover all my money when il open my business and if it runs according to my plan.

But my investment plan is that to pay the owner on installment if the owner ask too much of advance. If the owner ask to pay me 1,00,000(1 lakh) for the advance payment. So I have to accept it because there is no business which runs without investing. But it should not exceed more than that because I have to look after all the rest of the plans too.

If the owner takes this much of advance then there are other expenses too then I have to make a restaurant, and the restaurant should have a seating capacity of 25 people for time being, because it is the standard seating capacity for any restaurant.

I have planned that for making my restaurant the budget will be around to 2,50,000(two lacs fifty thousand) to 3,00,000(three lacs), including all the labour charges and the time

for the completion of the restaurant is one month because if it exceeds from more than that then the charges for the labour will also increase, and the wages for labours on the daily basis is 300 per day excluding Sundays. So somehow the total round figure for the charges for labours will come to 45,000-50,000, and the materials needed for the making of my shop is not cement or concrete instead of that I will use some of the natural resources like woods and bamboos so that it will give my restaurant a hut type of feeling and look more local or vintage place.

The completion will done by polishing the woods, and for time being I will be using a medium range polish for this which is up to 30,000 to 35,000 for polishing all the woods which is required, and the cost of the woods and bamboos is about 200rs for a single slice of wood I will be needing 100s of those so it comes to a total of rs 20,000 only for woods and bamboos will be brought from the jungles by asking the permission from the ranger of the forest and even the quantity of bamboos will be in 100's. Even though if I arrange the bamboos from the jungles I have to pay for it to the government or to the concerned department of rainforest, so the total of the bamboos will also be like 30,000 by adding all the expenses.

Then after the planning of the resources required my next step will be to provide the customers is comfort, for this I will be using the tables and chairs which is made up of woods. According to my survey for the furniture's the cost of one set of furniture including (5 chairs and 1 round table) is 4,500 so I will be using 5 sets of this type of furniture's, which comes to a total of 22,500rs.

Then after this I will also music systems so that my customers will not get bored while waiting for their orders, and the price of a good music system is around 8,000-10,000rs.

When it comes to staffs I will be needing only two staffs for cooking as well as for serving the foods to the customers and their salary will be 4,000 in starting so it comes to a total of 8,000 per month and I will provide them free breakfast lunch and dinner as my volume of the sales increases, and so I will increase their salary.

The expenses for the main resources are sacks of rice, refined oil, mustard oil, vegetables etc. I will deal it with a particular person who is a wholesaler. If I deal it with a particular wholesaler I will not have any problem like suppose If I fail to pay him for his items whatever he will sell to me. He can write it to my account so that I can pay him later also.

For the advertisement purpose I will use printing and stationery shop for printing the banners or charts for my restaurant. For printing 100cm×50cm charts the cost will come

up to 250rs, I will be needing 50 pieces of charts and banners to stick in different-different places, which comes to a total of 12,500, and the charges for labour for sticking it will be 200 and I need 10 men for this and its summon to total of rs2,000.

So if I analyze all the expenses which I am going to invest comes around 5,42,000(five lakh forty two thousand) which is a huge investment for any new comer in the business field. I have to go all of my plans accordingly to make my business and my plans successful.

After finalizing my financial plan for my business now it's time to figure out what will be strongest position of my business and what are the weakness, opportunities and as well as threats.

**HERE ARE SOME OF THE PRICING STRATEGIES FOR MY RESTAURANT
(INCLUDING BUYING AND SELLING) FOR ONE DAY:**

Sl.no	Items	Pieces (approx.)	quantity	Buying price.	Selling price.(per piece)	Labor charges(in cooking)	Net profit/loss
1	Chicken	33	1 kg	220	15/-	5/-	275/-
2	Mutton	30	1 kg	400	25/-	5/-	200/-
3	Pork	30	1kg	280	20/-	5/-	130/-
4	Dry fish	N.C.	1 kg	400	10/- (mixed with chutney)	3/-	50/-(loss)
5	Fish	30	1 kg	200	20/-	5/-	250/-

6	Mustard oil	N.C.	1 tin	1200	-	-	-
7	Refined oil	N.C.	1 tin	1200	-	-	-
8	Rice	N.C.	1 sack	750	40/-(full plate-plain rice)	5/-	1000/-
9	Vegetables:						
	Tomatoes	15	1 kg	40	-	-	-
	Onions	15	1 kg	30	-	-	-
	Chilies	N.C.	1 kg	50	-	-	-
	Cauliflower	N.C.	1 kg	40	-	-	-
	Potato	10	1 kg	20	-	-	-
	Papaya	Depends	1 kg	30	-	-	-
	Ginger	N.C.	1 kg	200	-	-	-
	Garlic	N.C.	1 kg	200	-	-	-
10	Salt	N.C.	1 kg	20	-	-	-

That was just a demo of the resources that I will be needing in my restaurants to show the pricing strategies of my restaurant.

Restaurants are doing well if they have a 5 percent profit margin, Because restaurants have a small profit margin, they need to implement effective food pricing strategies in order to stay in business. Researching fluctuations in food prices, the prices of

competing restaurants and customer demand will help to set menu prices and dictate what type of profit can be expected.

Cost-Plus Pricing

Restaurants should use cost-plus pricing to guarantee a profit. Cost-plus pricing includes all the overhead costs that occur when running a restaurant, including rent, wages for wait staff and cooks, and gas and electricity to power the kitchen and dining room. Next the profit margin needs to be considered. The owner needs to earn a profit in order to make the business worthwhile to keep open. This profit includes wages for the owner, as well as the ability to conduct repairs on the restaurant and expand the restaurant, if necessary. Add the desired profit percentage to the overhead costs percentage. This percentage should be added onto the cost of any food item, leading to prices that pay for food and overhead costs, and result in a profit.

Market Fluctuations

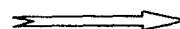
Food prices fluctuate often due to natural disasters or poor growing seasons. Restaurants, though, generally have stable prices on their menus. This means that sometimes the dish will earn more profit, based on food expenses. When setting menu prices, the restaurant owner should ensure that soaring food prices will not cause the restaurant to lose enough money to go out of business. Instead the menu price should be set higher to allow for a price cushion.

Good, Better, Best

My Restaurants should feature a "good, better, best" pricing strategy where three styles of the same dish are offered on the menu. The "good" (cheapest) item might be just a hamburger. The "better" (mid-priced) item could be a hamburger with fries and a salad. The "best" (most expensive) item could be the hamburger with fries, a salad and dessert. Most people will buy the mid-priced option. Without the more expensive option, though, restaurants are missing out on money that a customer might have spent, because that customer always favors the best option. Although few people will order the cheapest option, without it, the other options do not look as attractive.

PROFIT AND LOSS ACCOUNT FOR MY BUSINESS

P.T.O



PROFIT AND LOSS ACCOUNT FOR THE ESTIMATION OF 1 YEAR

PARTICULARS	AMOUNT(RS)	AMOUNT(RS)
Sales:		
food 23,72,500		
Beverages 2,98,407		
Total	30,74,093	
Cost of sales:		
Food 19,19,900		
Beverages 83,113		
Total	18,36,787	
Gross profit		12,37,306
Expenses:		
Advertising	12,943	
Cash(over)/short	7,55	
Cleaning supplies	9,215	
Complimentary meals	10,574	
Coupon discount	7,849	
Credit card charges	26,889	
Electrical	28,101	
Equipment repairs	5,384	
Gas	6,578	
Kitchenware	9,941	
Miscellaneous	5,949	
Music and entertainment	10,458	
Other operating expenses	9,463	
Paper supplies	15,215	
Printing and stationery	5,487	
Property insurance	27,859	
Rent	1,49,589	
State franchise taxes	8,439	
Telephone and fax	5,881	
Workman's compensation	48,000	
Total expenses		4,04,569
Net income before taxes		8,32,737

The strategy of my business is based on STP model which stands for:

- **Segmentation of the market**
- **Targeting the best customers**
- **Positioning the offer**

Segmentation

With the help of this I can make my strategies where I can segment the market into different groups and open my branches and it will help my business for the growth because if I apply this sub-point in my business it will mostly target different groups of according to the size and location.

Targeting the best customer

A business is formed when they have their potential customers and they should be clear with whom they are targeting, I should have goals also for the customers that in this particular point of time I have to fulfill their need, I should not only focus in my income but also to my customers also by providing a suitable service to them.

Positioning the offer

Not every business is run by investing huge amount of money or having its own standards, a company when they have a good number of followers or customers, the company should note that and take advantage of this by giving such offers and attract the customers with this. A well positioned company should be a good all-rounder in everything they should know how to distribute their market, how to target the customers and should be specific with whom they are targeting, and how to position their business by giving such offers.

The SWOT analysis should be a business tool available in the toolbox of any small business owner. However, running a business forces you to focus on the issues and fires burning today, not tomorrow.

So let's get started with SWOT analysis.

↓ SWOT analysis

Strength of my business:

The strength of my business is to offer them breakfast/lunch/dinner for free if the customers are regular to my shop for 15 times or more than that. The chain continues for lifetime if an individual is regular to my shop for 15 times then he gets that offer by selecting the meal of his choice, and when he visits for the next 15 times also (which is 30) the individual again gets the same offer, so the chain continues for lifetime. And the strength is also by providing hygiene and local foods of this state including all.

Weakness of my business

Due to lack of staffs in my business so there might be a little late in the service which leads them to wait for long. And if my restaurant is full so other customers have to wait outside due to lack of space inside my restaurant.

Opportunities of my business

One of the best opportunities for my business is the location from where I can lots of customers because Cherrapunji is a busy tourist area so it can help me maximize my sales value, and one opportunity is also that I will sell all the local foods of Meghalaya so it can attract various tourists because the tourist always wants to taste different-different flavors.

Threats for my business:

The biggest threat for my business is, as I am starting my new business so my planning as per financial field may cross its budgetary line, which may result in low gaining process for me and my business and also the salaries for staffs is less so it may lead them not to work with me for longer period of time.



✚ PESTLE analysis.

PESTLE analysis is a tool which determines the external marketing factors (commonly known as macro environment factors) that have an effect on the organization. The outcome of a PESTLE analysis pinpoints certain threats and weaknesses that a business might be unknowingly exposed to. PESTLE analysis defines the way any business is shaped.

Political

I have to pay certain tax to the government of Meghalaya even though I am doing this business in partnership so the owner of orange roots and me, we have to pay certain tax to the government because we are using their land and plus we are doing this business on tourism basis so we have to pay certain tax, which maybe a burden and become a headache if we don't pay taxes on a given period. I cannot run my business according to my plans I have to figure out what are the government requirements too. If the government will not permit and doesn't issue me the license then I have to end up closing my business.

Economic

If the place where I am going to my open my business doesn't have any knowledge why I am starting this business then it will be hard for me to run the business because of the unemployment people around that area because they will working hard to generate their income to live their livelihood rather than spending money in the restaurants.

Social

Nowadays we see that society is changing at a fast pace, and they are adapting new traditions. Social media is huge platform for business nowadays it helps them to promote and also to raise it standards. I have to adapt certain plans how to use social media for the growth of my business, I will use social media for the advertisement and allow all the customers to leave a feedback in the comment section, to know more about my business and the service which I am providing to them, society can help you to grow your business but at the same it ruin your business too so I have to be very much aware of this.

Technology

Nowadays we see people/customers gets attracted to the ones who comes up with new idea and innovation, even in the business world it is the same one who succeeds is because of his/her thinking of new ideas ability.

I have an advantage in this that I will register the names of each and every customer so that I can offer them with my new offer scheme. And the data stored in the computer is 100% safe and non-complicated. So that it helps me analyze my sales value as well as I can connect to my customers easily.

Legal

We know each and every individual has their rights and even the customers too. If they are not satisfied with the service they have the rights to do complaints about me, if they are not happy with my pricing strategy they have the rights to bargain them to their affordable price.

Environmental

Many of the products that we see nowadays are mostly that can be use one time and it has nothing to do with it even if it's of no use. so I have to generate new products that can be ecofriendly, I can be familiar with by not using disposable glasses or cups because if I use disposable cups also somewhere there is a chance it may affect the environment by burying them into the soil, it takes time for plastic to be soaked by the soil, and it can affect the soil as it may not able to generate new plants because poor soil fertility, and in my restaurants I will exclude all plastic items so that it can be ecofriendly.

✓ Mission of my business

Exploiting premium markets in Meghalaya and to all over northeast and other parts of our country, making supply chain more effective, encouraging collaboration through communication and striving to improve

the high level of skills within the food and drink industry, and also to provide the best cuisine(foods and drinks) at an affordable price. To create a dining experience, whose uniqueness lies in elegance and refinement, brought alive by care and personalized service in a warm, vibrant environment that makes everybody feel special.

✓ **Vision of my business**

In about 3 years after opening, I see the restaurant as becoming a profitable organization. There is no plan of opening a new restaurant anywhere else even after the restaurant exceeds its revenue goals steadily for some years. Instead, a possible expansion may include opening up a new floor to the restaurant depending on the location and the actual building the restaurant is in.

✓ **Objectives of my business**

Opening a restaurant requires me to consider all facets of the business before the actual opening. I must draft goals and objectives as part of my business plan. In addition to the look of establishment and the type of food I will serve, I may also have to set goals centered on customer service, sales and staffing. I have to be realistic with goal setting, but should not be afraid to set the bar high for myself and my restaurant.

Some of the goals and objectives for restaurant business are as follows:

- **Diverse menu(objective)**
- **Timely opening(goal)**
- **Customer service(objective)**
- **Financial growth(goal)**

- **Diverse menu (objective)**

When I will plan the menu for my restaurant, consider the fact that potential patrons may have a varied palate. Even if I am specializing in, local foods of Meghalaya, make it a key objective to keep a few simple options on the menu. This caters to those customers who might enjoy my delicious food but aren't necessarily adventurous when it comes to food. I have to plan a menu that gives several key options and a few more basic recipes, as well as a host of sides, to draw different types of foodies to the establishment of my business.

- **Timely opening (goal)**

A key goal of opening a new establishment is to get it open on time. I have to Work closely with the employees and financial staff to I have to make sure that the date I will set--and advertise--for the opening. I will lose potential customers if I say I will open on a certain date and then keep pushing it back because I am not ready for it. Postponements make me seem like as if I don't have matters together.

- **Customer service (objective)**

A key objective for opening a new restaurant is to offer a higher-than-usual level of customer service. This is always a priority, but especially for a new restaurant that still has something to prove. I have to train my staff to be efficient and effective in serving customers and put a bonus or reward-based system in place as an incentive for an intense focus on pleasing my restaurant's clientele.

- **Financial growth (goal)**

Like any other business, sales numbers matter for a restaurant, particularly a new one. I have to set sales goals in increments, starting with a smaller goal as I will open the doors and then increasing them as I will become an established member of the restaurant community. The idea is to achieve some level of financial growth in each quarter following the opening of my restaurant, so that I will have the resources to continue to operate and market my business.

WHAT ARE THE CRITICAL RISKS OF MY BUSINESS?

When starting a business, it is understood that there are risks and problems associated with development. The business plan should contain some assumptions about these factors. If my investors discover some unstated negative factors associated with my company or its product, then this can cause some serious questions about the credibility of my company and question the monetary investment. If I am set up front about identifying and discussing the risks that the company is undertaking, then this demonstrates the experience and skill of the management team and increase the credibility that I have with my investors. It is never a good idea to try to hide any information that you have in terms of risks and problems.

There are many risks in my business it can be of various types it can be related to the industry, risk related to the company, and risk related to its employees. My business should also take into consideration the market appeal of the company, the timing of the product or development, and how the financing of the initial operations is going to occur, and there are certain other problems too like how cutting costs can affect you, any unfavorable industry trends, sales projections that do not meet the target, costs exceeding estimates, and other potential risks and problems.

What are the Potential risks of my business?

In my industry there is a potential risk of finance because since I am starting a new business so my expenditure is more so it can take time to recover the money, if my business doesn't run properly so I have to end up closing my business then it may lead to a huge loss for me and well as my wealth.

What are the obstacles for my business?

I may find difficulty to be partners with orange roots because if the owner doesn't want to be partner with me then I have to face many obstacles like(buying a plot , then setting up the restaurant , then finding a tourist spot where I can run my tourism business, financial obstacles, target market etc). So there are lots of other obstacles too, if I cannot complete my mission in the given period, the orders from government and tax related problems etc.

What will be my alternate course of action if my business fails?

We see in business if one plan doesn't work then all of a sudden we have to make new plans for keeping the pace of business, it is somehow related to the strategies of business, if my business fails one way or the other, so these are the actions which I am going to take for my business:

- Continue the same course of action
- Expand the current situation
- Change the current situation
- Take a new course of action

HOW I WILL MANAGE MY ENTERPRISE?

Effectively managing my business enterprise involves many aspects. From the day-to-day to the large-scale annual events or maintenance, managerial duties are often never-ending. My solid leadership and understanding of the industry are a great start, but these alone will not create solid management in my business.

- **Lead with knowledge and confidence:**

To build my leadership skills, I have to find a more experienced manager willing to mentor me. By using networking to connect with managerial staff from other companies that can give me wisdom. In this ever-changing world, it is crucial that I should stay current and informed on any technology, products and practices that relate to my company.

- **Delegate effectively:**

No matter how skilled I am or I will be, I will not be able to manage everything on my own. However, delegating can create more work for me if I do not do it well. I have to make a list of things that I know I must do myself and things that could successfully be accomplished by another and I should spend time in the areas in which I can excel, but be careful not to over-delegate. If I have given too many tasks away, I will spend all of my time monitoring their progress, leaving myself unable to accomplish my own tasks.

- **Hire the right employees and manage them with care:**

To Interview and screen every candidate, performing background checks and credit checks, especially if they will be handling money. Be purposeful about job descriptions so that the eventual employee will know my expectations and be clear about what is required of them. I have to Set clear expectations in employee manuals and be prepared to consistently enforce those expectations. Consequences for unethical or inappropriate behavior should be labeled in employee manuals.

- **Motivate and train your employees:**

As business practices and technology change, it is important educate my employees. I have to motivate them with bonuses and rewards for specific achievements. Building employee morale will benefit me and the business and Share the company's success with the employees to give them a sense of ownership and belonging.

- **To meet the needs of my customers:**

My employees should be well-trained in customer service, but I should lead as their best example. Make it a priority to truly listen to the needs of your customers. Ask appropriate, open-ended questions about the customer's needs and desires.

- **Market my company effectively:**

Although my business will have a paid marketing staff, I must still be willing to use my own skills and those found in my own department to market my company. I may be required to coordinate and create marketing activities, including print media, target market research, advertising and customer communication.

WHAT ARE THE KEY VARIABLES FOR MY BUSINESS TO BE SUCCESSFUL?

- **Retaining customers**
- **Product development**
- **Cash management**

Retaining customers:

A business is successful when it can retain its key customers, I have to develop new plans and ideas to stay connected with my customers.

For instance, A proactive and aggressive company does not become complacent after getting the big contract; it works to keep it. Develop new ideas based on the needs of your larger clients to keep them interested in doing business with your company. If your company cannot retain its top clients from year to year, staying successful will become increasingly difficult.

Product development

Whether if I sell a tangible product or a service, if I do not keep up with the changes in my marketplace as dictated by my customers, I cannot survive. Being first to market and staying ahead of the competition is always ideal in trying to maintain my market share, but it is not always achievable. At minimum, we need to make sure you I am keeping up with the demands of my industry and are consistently recognized as a company that stays on top of product changes.

Cash management

In any industry, with any company, one of the main keys to success is managing your cash flow properly. Maintain open lines of communication to potential investors and lenders at all times. That way, when you need financing quickly, you have options. The ability to manage your business so you have cash on hand can also help you get financing. When lenders see that you are able to balance your books and maintain a profit, they are more likely to approve your financing. Cash on hand is also important for those times when you cannot get approved for financing but need operating capital right away. Learn to manage your cash to help your company survive and prosper.

IMPLEMENTATION OF CONTROL SYSTEM...

There is no certainty that management control systems will always be effective, either in terms of design or in terms of implementation. These systems can only increase the probability of achievement of organizational objectives of effectiveness, efficiency, accuracy of financial reporting, and compliance. Management controls should be integrated or in-built into the organization's activities. These in-built control systems will influence the organization's capability to achieve its objectives and also help in improving the quality of its business operations. There are five components of management control - control environment, risk assessment, control activities, information and communication, and monitoring the control system.

Control activities differ depending on the business environment, organizational objectives, and complexity in business operations, the people involved in the implementation of these activities, and organizational structure and culture. Conducting meetings helps in improving decision making and also in reducing the time taken for the decision-making process. Four different types of meetings which serve different purposes are: the daily check-in, the weekly tactical, the monthly strategic, and the quarterly off-site review. Information systems will not be effective without proper communication between the different levels of management. Communication is not only required to pass on the information but is also necessary for coordination of work,

assigning responsibilities, etc. Two types of communications - internal communication and external communication - take place in any organization. The management controls are designed in such a way that the control activities involved are monitored on a continuous basis or separately. Continuous monitoring helps the organization by offering feedback on whether the control components are effective or ineffective. Separate assessment of activities helps in understanding the effectiveness of the control system as a whole and, in turn, of the continuous monitoring processes. The most important factor while implementing control systems is that the organizations should have proper processes in place to identify, communicate, follow up, and rectify discrepancies (if any) in the set plans and objectives. Control is a process that is executed by people, and the relevant procedures should be practiced thoughtfully, rather than mechanically. Consistency of execution is another major requirement for the success of the administration of management control systems in an organization. The issues faced in implementation can be those which hinder the management control process or dysfunctional consequences of implementing the management control system. In the creativity phase, the decision-making power lies with the owners and communication is informal. In the direction phase, the organization adopts a functional structure with revenue centers and cost centers; it implements accounting, budgeting, and inventory management systems; there is formalization of communication and incentive schemes. In the decentralization phase, profit centers are created; managers are motivated through increased autonomy and incentives; and internal control and reporting systems help monitor the activities of lower level managers. In the coordination phase, organizations adopt a divisional or product structure with investment centers; proper systems for monitoring and control are put in place; strategic decisions are centralized; and incentives are linked to organizational performance. In the collaboration phase, a matrix structure is adopted; teamwork, social controls, and self-discipline are highly emphasized; incentives are based on team performance; and focus is on innovation and collaborative problem-solving. In addition to organizational growth, decline, or turnaround, change can also take place when an existing control system used by an organization is modified or a completely new control system is implemented.



MILESTONES

We know there is no business without having a schedule, since I am new to this field I have to start managing my own time table and I should practice for it.

Milestone helps us in planning to evaluate and well positioning of business. Milestones are important part of business planning. It gives the opportunity to visualize the businesses /company future, and then we can proceed or start progressing for in our plans.

Milestones are of two types:

- short term
- long term

Short term milestones will help my business in setting up goals for the limited period of time i.e., having sales goals for specific seasons. We cannot stick to one specific menu for whole year, customers wants and needs increases and they demand for further more for summer the demand of ice-cream increases and cold drinks and for winter soups and coffee and warm foods to give the pleasure to the customers. If I set a goal in summer I have to sell 250 cups of ice-cream and I have to earn 20,000 from it this will be my short term milestone. The goal will depend on how much my business is willing to spend and how much it is capable to earn.

Long term milestones is the main part of my business because, long term milestones are the outcome where I will be working for several years. I have to be patient and face all the risks and obstacles in my business. So that I will learn more from it. As an entrepreneur we want our business to have its branches in several locations. In long term milestones it is all about expand and increasing the business branches.

In order to open a second location, your first location should be earning enough to pay for itself, and perhaps earning some additional money so that it can start paying for your second store. Your short-term sales goals move you in the direction of your longer term objective of opening additional retail locations.



WHAT ARE THE TIMINGS AND OBJECTIVES FOR BUSINESS?

Milestone schedule

It is very crucial to make a schedule for any business because it helps the business to complete its exit goals. I have to utilize my resources thoroughly and I must constantly ensure that the deadlines are reached through various strategies.

If I have the right resources (land, labor, capital,) there is no doubt that my business will run in systematic manner. Bt I should know how to utilize by ignoring all the other miscellaneous expenses that is not good for my business and I have to work on my strategies as well if I do not succeed in my strategies then I have to come up to the new one so that It will help me going in my business. My strategies should be sustainable so that it can be helpful in various ways. If I do not succeed with the pricing strategy then I have to come up with the new one I cannot stay stick with it only.

TIMING AND OBJECTIVE

A graph will need to ensure that it recognizes the importance of timing and how it can greatly affect it reaching its objectives. In order for this issue to be overcome fund break will be utilizing a milestone chart to ensure that it is keeping on track with its various objectives.

This table is shown below and highlights Fund breaks targeted goals and the various times it takes to complete although this may be subjected to change if any issues should arise.

I will share a chart of a company and it gave me an idea how to deal with it:

Milestone Chart

Milestones

Oct - Dec 2010 Jan - Jun 2011 Jul - Dec 2011 Jan - Jun 2012 Jun - Dec 2012

Marketing

Advertising / Promotion

Online Local Strategy

Online International Strategy

Offline Local Strategy

Implementing Pricing Strategy

Operations

Maintaining tax records

Maintaining web records

Driving its vision statement

Management

Revised share structure

Obtaining new staff

Obtaining volunteers

Finance

Maintain Financial records

Critical Risks

Following an alternative course of action

Harvest Strategy

Continuity of business strategy

Identifying a successor

Transfer of assets

Deadlines and milestones:

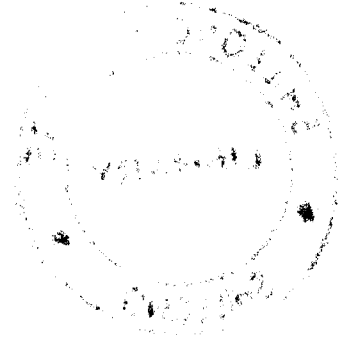
Based on the table shown above Fund breaks most critical deadlines will be those that affect its growth. This will include marketing, management and finance milestones. For Fund break this will mean that it will need to ensure that each milestone be completed on the set deadline.

Once a milestone is completed then it will need to revise its resources and the situation at hand to ensure that it is able to meet its next milestones. If resources are lacking or the situation at hand poses some form of issues then Fundbreak will need to re-strategise in which case the milestone chart itself may be subjected to change.

Relationship of events:

Various events will overlap in order for milestones to be reached. Marketing will be ongoing thus it overlapping with operations and finance whilst the continuity of the business strategy may be subjected to change when specific milestones are reached.

Fund break will need to be acknowledging of its goals and how each impacts others from succeeding. Based on the noted strategies however this shouldn't be a problem and thus it should be assumed that the milestone chart will be able to be adhered to.



CONCLUSION

Meghalaya state is well positioned to become a food tourism destination. The impressive scope and achievements of Taste of Meghalaya and I hope it will create a create a strong foundation for food tourism success. The recommendations in this Strategy are intended to support, enhance and evolve the Taste of Meghalaya brand and its existing products to become significant tourism drivers for the region. Taste Real has long been a respected and valued initiative within the community; the time has come for it to be shared and celebrated beyond its regional borders. The creation of Taste of Meghalaya In Real Life (IRL), a new tourism-focused product, will showcase the authentic stories and market ready culinary experiences available in the state of Meghalaya and promote these to a wider audience. The rural charm and agriculture available throughout this state Meghalaya is a considerable strength as food tourists seek out opportunities to go “off the beaten path”, meet their food producers and make meaningful connections to the land. Increasing the promotion of these experiences will be crucial to attracting the savvy urban food tourist, who does extensive trip planning online and looks for recommendations from key influencers before selecting a destination. To ensure the experiences and products meet the expectations of the food tourist, criteria must be established. Educating stakeholders, BIAs and Municipalities on the value of investing in food tourism is necessary to build support for new tourism products and ensure their sustainability. The recommendations identified in this Strategy are not intended to be the sole responsibility of Taste of Meghalaya to execute. Continued partnership development and stakeholder engagement will be critical to ensuring the desired outcomes are achieved.