CHAPTER FOUR: AN ASSESSMENT OF THE PROBLEMS AND PROSPECTS OF THE RESTAURANT SERVICES IN SILCHAR TOWN

4.1 Theoretical framework

4.2 An outline of the Industries**,** Infrastructure and Recreation facilities of Silchar

4.3 The Assessment

4.3.0 Frequency Table Showing the Respondents' Opinion over Statements to assess the Problems and Prospects Restaurant Services.

4.3.1 An Analysis of Owners' **/**Managers' Data

4.3.2 Summary of the Restaurant Owners' Analysis

4.3.3 Attitude of Restaurant Visitors towards Restaurant

4.4 Summary of the Respondent's **(**Visitors**)** Attitude towards Restaurant

4.5 Findings of the Chapter

Chapter Four

AN ASSESSMENT OF THE PROBLEMS AND PROSPECTS OF THE RESTAURANT SERVICES IN SILCHAR TOWN

4.1 THEORETICAL FRAMEWORK

Changing demographics and shifting lifestyles are motivating the course of food-service businesses. Busy customers don't have the time or inclination to cook. They want the flavour of fresh bread without the trouble of baking. They want tasty, healthy meals without dishes to wash. In actuality, the rises in reputation of to-go operation draw attention to some clear trend in the food-service industry. More and more singles, working parents and elderly people are demanding greater convenience when it comes to buying their meals.

Though the future looks bright for the food-service industry overall, there are no guarantees in this business. It's more like a "work hard and make a living" industry.

A hard reality is that due to a lack of planning many restaurants fail during their first year. But that doesn't mean food-service business has to be an extremely difficult operation. In fact, the more well-organized you can make it, the better your chances for success.

1.1. Target Markets

No single food-service function has worldwide application. This is a fact that many newer entrepreneurs have trouble accepting, but the reality is that you will never

capture 100 percent of the market. When you try to satisfy everybody, you end up satisfying no one. So the focus should be on that extent of market over which one have the capacity to control and forget about the rest.

4.1.2 Restaurant Service Styles

There are three primary categories of Restaurants: 1. quick-service 2. midscale and 3. upscale. Quick-service restaurants are also known as fast-food restaurants. These establishments offer limited menus of items that are prepared quickly and sold for a relatively low price. In addition to very casual dining areas, they usually recommend drive-thru window and take-out service. When people think of fast-food restaurants, they often think of hamburgers and French fries, but establishments in this category also serve chicken, hot dogs, sandwiches, pizza, seafood and ethnic foods.

Midscale restaurants, as the name implies, occupy the middle ground between quick-service and upscale restaurants. They offer full meals but charge prices that customers perceive as providing good value. Midscale restaurants offer a range of limited- and full-service options. In a full-service restaurant, patrons place and receive their orders at their tables; in a limited-service operation, patrons order their food at a counter and then receive their meals at their tables. Many limited-service restaurants offer salad bars and buffets.

Further expensive restaurants provide full table service and do not necessarily advance their meals as offer huge value instead they focus on the quality of their food and the ambience of their facilities. Fine-dining establishments are at the highest end of the upscale restaurant category and charge the highest prices.

Restaurant clients want to be pleased with their dining experience, but they don't necessarily want to be surprised. If anybody is anticipating a family-style steakhouse (based on the name or the décor of the establishment) but finds himself or herself in a more formal environment with a bewildering and costly menu, the surprise may keep him or her from enjoying the restaurant service. Conception gives restaurateurs a technique to let clients know in advance what to expect and also to provide some arrangement for their operation. Here are some of the more popular restaurant concepts:

- **Steakhouses:** Steakhouses are part of the midscale and upscale markets. Midscale steakhouses are naturally family-oriented and offer a relaxed environment with meals supposed as fine values. In terms of décor, comfort is emphasized and Western themes are popular. Upscale steakhouses offer a more formal atmosphere and may serve larger cuts of meat that are of better quality than those served in midscale restaurants. Upscale establishments also charge higher prices, and their décor may be similar to that of other fine-dining establishments, offering guests more privacy and focusing more on adult patrons than on families.

- **Family-style restaurants:** As the name suggests, these business are geared toward families. Since they charge reasonable prices, they also appeal to seniors. They offer fast service that stands in between quick-service places and full-service restaurants. Their menus offer a variety of selections to appeal to the interests of a broad range of customers, from children to seniors. Family-style restaurant prices may be higher than those at fast-food restaurants, but these establishments offer table service to pay off. The

decoration of family-style restaurants is generally comfortable, with muted tones, ordinary artwork, and plenty of cubicles and wide chairs. Booster seats and highchairs for children are readily accessible.

- **Casual-dining restaurants:** These organizations attract to an extensive audience, ranging from members of Generation Y to Generation X with families to seniors, and they offer a range of food items, from appetizers and salads to main dishes and desserts. Casual-dining restaurants offer comfortable atmospheres with midrange prices. Many centre on a theme that's incorporated into their menus and décor.

- **Ethnic restaurants.** Ethnic restaurants enjoy a significant share of the restaurant market. They range from quick-service places with limited selections to upscale eateries with a wide variety of menu items. Their menus usually include Americanized versions of ethnic dishes, as well as more authentic food. The three most popular kinds of ethnic restaurants are Italian, Chinese and Mexican. Other popular ethnic restaurant types include Indian, Thai, Caribbean, English, French, German, Japanese, Korean, Mediterranean etc. An even wider variety of ethnic restaurants can thrive in areas with a culturally diverse population, such as large metropolitan areas.

- **Sandwich Shop/Delicatessen.** The reason of success of the sandwich shops is that they enjoy high profit margins. Sandwich shops and delicatessens can also change their menus quickly and easily to adapt to current tastes. with the growing interest in health and nutrition worldwide, sandwich shops and delicatessens have started offering more low-fat, healthy ingredients in their sandwiches, salads and other menu items. In addition, many sandwich shops

and delis have been able to keep up with workers who eat at their workplaces by adding delivery and catering to their sit-down and take-out operations. Sandwich shops and delicatessens can be distinguished by the foods they serve. Most sandwich shops serve only sandwiches, possibly with some side dishes or desserts. A delicatessen typically offers a more extensive menu such as prepared meats, smoked fish, sandwiches, cheeses, salads etc.

- **Coffeehouse.** With maximum consumption every year, coffee is the world's most popular beverage. But beyond the beverage itself, people frequently visit coffeehouses for a variety of reasons as to meet with friends, for a quick lunch and a drink in the afternoon, or simply to start off each morning with a great cup of coffee. Most successful coffeehouses have heavy foot traffic and high-volume sales. Profit margins for coffee and espresso drinks are extremely high--after all because it is a product with more than 95 percent water. Besides specialty roasted coffee by the cup, most coffeehouses also have espresso-based drinks (cappuccinos, lattes, etc.), assorted teas, bottled water and fruit juices, along with an inviting assortment of baked goods, a selection of desserts, and coffee beans by the pound.

- **Bakery.** With the appearance of strip malls and competition from supermarkets that have in-store bakeries, "bread-only" retail bakeries have almost disappeared from the United States. Bakeries today offer cakes, scones, bagels and coffee drinks, and sometimes even offer full dining menus, including sandwiches, hot entrees, beer and wine. Consumers be in love with fresh bakery goods, but the market is very competitive. As you

develop your particular bakery concept, you'll need to find a way to differentiate yourself from other bakeries in town.

4.1.3 Working in a Restaurant

Dealing decently with consumers and playing the role of graceful host are only part of a restaurateur's many duties. Food-service business operators spend most of their time developing menus, ordering inventory and supplies, managing personnel, creating and implementing marketing campaigns, making sure their operation is in compliance with a myriad of local, state and federal regulations; completing a wide range of paperwork; and performing other administrative chores. Definitely the financial opportunities are there--as are the fun aspect of the business--but opening, running and rising a food-service business is also hard work.

Regardless of the type of food-service business you intend to start, the best way to learn the ropes is to work for a similar operation for a while before striking out on your own. Doing so will give you significant insight into the realities and logistics of the business.

Successful restaurateurs agree that the best preparation for owning a restaurant is to work in someone else's first. Think of it as getting paid to be educated. Certainly you should read books and take courses, but you should also plan to work in a restaurant for at least a few years doing as many different jobs as possible. And if anybody not actually doing the job, pay concentration to the person who is--you may find yourself doing it when your own restaurant is without prior notice understaffed.

4.1.4 Choosing a Location

Not every food-service operation needs to be in a retail location, but for those that do depend on retail traffic, here are some factors to consider when deciding on a location:

- **Anticipated sales volume.** Contribution of location towards sales volume is an important consideration.
- **Accessibility to potential customers.** Consider how easy it will be for customers to get into your business. If anyone depending on strong pedestrian traffic, consider whether or not nearby businesses will generate foot traffic for him.
- **The rent-paying capacity of your business.** If anyone done a sales-and-profit projection for his first year of operation, he will know approximately how much revenue he can expect to generate, and he can use that information to decide how much rent he can afford to pay.
- **Restrictive ordinances. One** may encounter unusually restrictive ordinances that make an otherwise strong site less than ideal, such as limitations on the hours of the day that trucks can legally load or unload.
- **Traffic density.** With careful examination of food traffic, one can determine the approximate sales potential of each pedestrian passing a given location. factors which are especially important in this analysis: total pedestrian traffic during business hours and the percentage of it that is likely to patronize one's food service business.

- **Customer parking facilities.** The site should provide suitable, sufficient parking as well as trouble-free access for customers.
- **Proximity to other businesses.** Neighboring businesses may influence one's business volume, and their presence can work for him or against.
- **History of the site.** The recent history of each site should find out and take in to consideration before anyone make a final selection. One should also take in to consideration about the previous tenants and about their existence.
- **Terms of the lease.** One must sure and understand all the details of the lease, because it's possible that an excellent site may have undesirable leasing terms.
- **Future development.** Check with the local planning board to see if anything is planned for the future that could affect your business, such as additional buildings nearby or road construction.

4.1.5 Hiring Employees

One of the biggest challenges businesses in all industries face is a lack of qualified labor. As the food-service industry in general continues to grow and thrive, the demand for workers in an already-diminished labour pool is also increasing. Finding qualified workers and rising labour costs are two key concerns for food-service business owners.

The first step in developing a comprehensive HR program is to decide exactly what you want someone to do. The job explanation doesn't have to be as formal as one you might anticipate from a large business, but it needs to clearly summarize the job's duties and responsibilities. It should also list any special skills or other

required qualifications, such as a valid driver's license and clean driving record for someone who is going to make deliveries for you.

Next, one needs to establish a pay scale. One should do research to find out what the pay rates are in a particular area. A minimum and maximum rate for each position must establish.

One will pay more even at the start for better qualified and more experienced workers. Of course, the pay scale will be affected by whether or not the position is one that is regularly tipped.

Every potential employee should fill out an application--even if it's someone you already know, and even if that person has submitted a detailed resume. A resume is not a signed, sworn statement acknowledging that one can fire the person if he or she lies about his or her background, the application which includes a truth affidavit is. The application will also assist an individual to verify the applicants' resumes, so one should compare the two and make sure the information is reliable.

- **Hire right.** Take the time to systematically monitor applicants. Be sure they understand what you expect of them. Do background checks. If you can't do this yourself, contract with a HR consultant to do it for you on an as-needed basis.
- **Create detailed job descriptions.** Don't make the employees guess about their duties and responsibilities.
- **Understand wage-and-hour and child labour laws.** Verification should be done with own state's Department of Labour to be sure you comply with regulations on issues such as minimum wage (which can vary depending on the

age of the workers and whether they're eligible for tips), and when teenagers can work and what tasks they're allowed to do.

- **Report tips properly.** The IRS is very precise about how tips are to be reported; for details, check with your accountant or contact the experts.
- **Provide initial and ongoing training.** Experienced workers need to know how things are done in your restaurant. Well-trained employees are happier, more confident and more effective. Plus, ongoing training builds loyalty and reduces turnover. The Association can help in developing an appropriate employee training programs.

There are several categories of personnel in the restaurant business: manager, cooks, servers, busboys, dishwashers, hosts and bartenders. When restaurant is still new, some employees' duties may cross over from one category to another. For example, your manager may double as the host, and servers may also bus tables. Make sure to employ people who are willing to be flexible in their duties. Your payroll costs, including your own salary and that of your managers, should be about 24 to 35 percent of your total gross sales.

- **Manager.** One of the most important employee in restaurants is the manager. Your best candidate will have already managed a restaurant or restaurants in your area and will be familiar with local buying sources, suppliers and methods. A restaurant owner wants a manager with leadership skills and the ability to supervise personnel while reflecting the style and character of the restaurant.

- **Chefs and cooks.** When you start out, you'll probably need three cooks--two full time cooks and one part time. Restaurant workers typically work shifts from 10 a.m. to 4 p.m. or 4 p.m. to closing. But the main cook may need to arrive early in the morning to begin preparing soups, bread and other items to be served that day. One full-time cook should work days, and the other evenings. The other cook such as part-time cook will help during peak hours, such as weekend rushes, and can work as a line cook during slower periods, doing simple preparation. Cooking schools can usually provide you with leads to the most excellent in the business, but look around and place newspaper ads before you hire. Customers will become regulars only if they can expect the best every time they dine at your restaurant. To facilitate this one will need excellent cooks and chefs.

- **Servers.** Your servers will have the most interaction with customers, so they need to make a favourable impression and work well under pressure, meeting the demands of customers at several tables while maintaining a pleasant demeanour. There are two times of day for wait staff: very slow and very busy. Schedule your employees accordingly. The lunch rush, for example, starts around 11:30 a.m. and continues until 1:30 or 2 p.m. Restaurants are often slow again until the dinner crowd arrives in the night.

4.1.6 Marketing and Promotions

Every business needs a marketing plan, and your food-service business is no exception. But even as one considers various marketing vehicles, keep this in mind: Research conducted by the National Restaurant Association reveals that word-of-mouth is still the best method of advertising. More than four out of five

consumers are likely to choose a table-service restaurant they haven't patronized before on the basis of a recommendation from a family member or friend. To make the foundation of marketing program an absolutely stunning dine experience that customers will want to talk about and repeat .Ask every new customer how they found out about you, and make a note of this information so you know how well your various marketing efforts are working. You can then decide to increase certain programs and eliminate those that aren't working.

The very first and important step in creating a complete marketing package is to know your market, and it's not enough to gather demographic information once. Markets change, and food-service businesses that don't change their marketing strategies with population shifts are missing out on a lot of opportunities.

Next, step back and take a look at each element in your facility. The whole things from the parking lot to the interior decor to the printed items contribute to marketing message and each should be an accurate reflection of what that communication is.

One cheap and easy way to promote food-service business is by giving away gift certificates such as dinner for two, coffee and bagels for 10, or a free pizza. Entitle local radio stations that reach the demographics of target market and ask to speak to their promotions manager. Offer to provide gift certificates or coupons to use as prizes for on-air contests and promotions. Business name and location will be announced several times on the air during the contest, providing the valuable free exposure, and it's always possible that the winner will become a paying customer.

You can also donate coupons and gift certificates to be used as door prizes at professional meetings or for non-profit organizations to use as raffle prizes. Just be sure every coupon or gift certificate clearly identifies business name, location, hours of operation and any restrictions on the prize.

Some other promotional methods you can try include local event or sporting team sponsorships, discount coupon books, frequent-dining clubs, menu promotions and contests.

4.2 AN OUTLINE OF THE INDUSTRIES, INFRASTRUCTURE AND RECREATION FACILITIES OF SILCHAR

Silchar town is a trade and processing centre for tea, rice and other agricultural products. Most of the people living in the outskirts of the town depend on farming and tea cultivation. There are 125 tea gardens in the Silchar region and many of them are producing the best tea in the country. The tea industry requires the supply of consumable and non consumable goods for which Silchar is the ready-made market. Besides tea, oil and natural gas, bamboo, cane, etc. are the major contributors to Silchar's economy (http://www.silchar.com/silcharpeople.html). There are no heavy industries in Silchar town, but there found to be 61 registered small and medium size industries like small scale candle, Hume pipe, Dalmut, match stick and brick industries. The economic development of the town is also fuelled by the establishment of 18branches of various nationalized banks. They are the State Bank of India (SBI), Allahabad Bank, Central Bank of India, Assam Cooperative Apex Bank Limited, Cachar Gramin Bank, Indian Overseas Bank, Punjab National Bank, Union Bank of India, United Bank of India, Bank of Baroda, UCO Bank, etc. Besides, new branches and private banks are found in the

town (Telephone Directory 2003: 328-329). The establishment of multiplexes, such as Vishal Megha Mart, Big Bazaar and Goldighi Market Complex has also paved the way for the business activities. The UFM Industries Ltd. at Meherpur and the Micro, Small & Medium Enterprises (MSME), Silchar Branch are two industrial establishments in the town. The business and shops are mostly located in Silchar town at Goldighi Shopping Mall, ellora market, cachar market, fatak bazaar, itkhola bazaar and so many. Besides there are Big Bazzar, Vishal Mega Mart, Nahata Textile, Maa Anaandamoyee Fashions and Saradamoni Textile and many more.The hotels in Silchar town are Borail View Hotel, Park Road, Silchar; Hotel Rose Valley, Ukilpatty, Silchar; J. C. International Hotel, Circuit House Road, DSA Complex, Silchar; Riya Palace Hotel, Park Road, Silchar; Shatabdi Hotel, Ukilpatty, Silchar; Ellora Hotel, Club Road, Silchar; Kanishka Hotel, Narshingtola, Silchar; Geetanjali Hotel, Club Road, Silchar; Krishna Hotel, Hospital Road, Silchar; Mohini Hotel & Restaurant, Park Road, Silchar; Silchar Tourist Lodge, Silchar; Hotel Kalpataru, Circut House Road, Near ASTC Bus stand, , Silchar; Center Palace Hotel, Central Road, Silchar; Sharda Hotel, Narsingtola, N. N. Dutta Road, Silchar; Swagat Hotel, Central Road, Silchar; Renu Hotel, Panthib, Silchar; Kusumananda Hotel, Tulapatty, Silchar and Anjali Hotel, Nazirpatty Bani Hotel, Narshingtola, Silchar; Rambo Hotel, Rangirkhari Point, Silchar; Sankari Hotel, Central Road, Silchar and many more hotels and restaurants. Barak Valley Cements Limited, promoted by Bijay Kumar Garodia, Santosh Kumar Bajaj and Prahlad Rai Chamariacame as a Public Limited organization in the year of 1999 following the Companies Act of1956. The promoters mentioned were the established and reputed business tycoons of North East India and they all have a great experience in the fields of timber, cement,

concrete sleepers and plywood, etc. This company is situated in Assam and they concentrate their business operations in North-Eastern India primarily. The manufacturing units of the company are located at Badarpur ghat of Karimganj district, Devendranagar and Joom Basti. The Barak Valley Cements Limited is dominating the North Eastern market with product, which is marketed under the brand name of Valley Strong Cement. Big Bazaar located its business at Goldighi Shopping Mall, Central Road, Silchar, Assam. The Goldighi Mall was inaugurated in April 2013. The Entertainment Plaza started its operations in Sadarghat area in Silchar town. In this shopping complex there are many things like Fun Zone and Mirch Masala Vegetable Restaurant which may entertain the residents of Silchar. A 180 seater single screen multiplex will (Gold Cinema) will start its operations at the top floor in this same entertainment mall.

At present, there exists 96 kms. of road length under the municipality of which 95kms. is surfaced (average diagonal distance of surface length) and 71 kms. Is unsurface (average diagonal distance of unsurface (average diagonal distance of unsurface length). In addition to these, the municipal authorities have made the provisions for six market complexes; viz., Fatak Bazar, New Market, Itkhola Market, Satsang Road Market, Central Road Market and Rangirkhari Market; eight shopping markets, 1851 stalls at different places in the town; one Municipal park, i.e., Gandhi Baag and one District Library, i.e., Jila Granthagaar situated in the north of the town; two recreational halls; viz., R. D. I. Hall and District Library Hall, two cinema halls, Oriental and Devdoot Cinema Halls and 4,403 street lights. Devdoot Cinema Hall, Silchar is one of the oldest cinema halls in Silchar town. Devdoot Hall is famous for its location. New films are screened at the hall which is a new development in the town.. The town has flat lands for sports and games.

Police Parade Ground, India Club Ground, District Sports Association (DSA) ground, Assam Rifles ground and Gandhi Baag Maidan are important among them. The cultural and sports clubs of the town include India Club, Town Club, Cachar Club, Jyoti, Disheri, Bhabhikal and Shanto Sena .District Sports Association (D.S.A. Silchar) is the largest stadium in the North East India. It was renamed as Satindra Mohan Dev Memorial Stadium. Every year many national and state cricket tournament as well as other sporting activities are organized at the DSA ground. Satindra Mohan Dev Stadium is located at Silchar town of Assam and it has a multipurpose use, especially the major games played here are cricket and football. This stadium has a capacity of 22000crowds. Actually, this stadium was built with minimum facilities earlier and it was known as DSA stadium, Silchar. Later the stadium was renamed after the father of Santosh Mohan Dev after the renovation and adding extensively upgraded facilities. Silchar is on the southern extremity of Assam while Meghalaya, Manipur, Mizoram and Tripura are within 20 to 60 km. The international border with Bangladesh is also only about 30 km. The town is connected by road, rail and air to the rest of the country. It has road links and direct bus services with Agartala, Aizwal, Imphal, Shillong and Guwahati. The road-transport facilities are provided by the Assam State Transport Corporation (A.S.T.C.) and private transport operations. The only road network connecting Silchar and the entire Barak Valley as well as the rest of India is the Badarpur Jowai road via Meghalaya. The existing road transport network consisting of private line bus, State Government bus, city bus, tourist maxi cab, private line sumo, etc. are the important means regularly busy in rendering services outside the town. People move within the town by bi-cycles, personal scooters, motor cycles, cars, rickshaws, auto-rickshaws and city buses. Besides, the Sumo

Stand near Police Parade Ground, ASTC Bus Stand near the Devdoot Cinema Hall, City Bus Stand and Sumo Stand near Sadarghat operate bus and sumo services daily to various parts of the Barak Valley. In Silchar there is also an Inter-state Bus Terminus at Ramnagar. The Assam-Bengal Railway brought Silchar into the Indian railway map in 1899 and the station is considered as one of the oldest in the North-East. Recently Silchar is connected by broad-gauge with rest of the country. Earlier Silchar was connected through meter gauge rail network which was built by the British during the colonial rule with Lumding and Agartala. The Silchar Railway Station was established in 1902 and is located at Tarapur. The airport is located at Kumbhirgram which is about 22 km. from Silchar. There are regular flight connecting Silchar with Kolkata, Guwahati, Agartala, Imphal and Aizwal. There are 10 ferry stations surrounding Silchar town. The ferry services regularly carry thousands of people from the other side of the river Barak and its tributaries. Silchar Railway Station is connected with the rest of the country with a broad gauge network currently. It runs three trains, i.e., Silchar-Guwahati Express, Kanchenjhangha Express and Silchar Railway Station is one of the oldest railway stations of India. It is well connected by roadways, railways and airways. Silchar, the headquarters of Cachar district in Assam is well connected to the rest of the country by airways, roadways and railways. In Silchar there are regular flight service between Silchar-Kolkata, Silchar-Guwahati, Silchar-Imphal and Silchar-Agartala. The Kumbirgram Airport is at a distance of 25 kms. from Silchar. Both state and private bus service are available daily to travel between Silchar and other parts of the states and country. The newly built Inter State Bus Terminal provides lots of services to the people.

4.3 THE ASSESSMENT

This chapter presents an empirical analysis and data interpretation for the purpose of an assessment of the problems and prospect of the restaurant business in Silchar town. For the purpose of an assessment of the problems and prospect of the restaurant business in Silchar town, a separate set of schedule was prepared for the restaurant owners/managers to collect all relevant information regarding their practice in restaurant business in Silchar town. Information also collected from the restaurant visitors to know their attitude towards restaurant through a separate section in a schedule prepared on restaurant visitors. The results of both owners/managers data and respondents responses to assess their attitude towards restaurants will be discussed in the following sections.

4.3.0 Frequency Table Showing the Respondents' Opinion over Statements to assess the Problems and Prospects for Restaurant Services.

4.3.1 An Analysis of Owners' /Managers' Data

4.3.1.1 Frequency of Shop Location Options

TABLE 4.1

Type Of Location	Frequency	Percent
Located in a strip shopping	41	51.3
Attached to or within a hotel/motel	6	7.5
Located within enclosed mall	2	2.5
Other than described above	31	38.8
Total	**80**	**100.0**

Source: Primary data

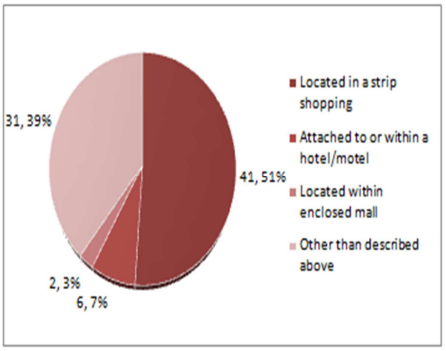

Figure 4.1

The Category "frequency of shop location option reveals that most of the restaurants are located in a strip shopping, since the visitors want to take some refreshment during shopping with 51.3% below this the other option is a that restaurants are attach to or with in a hotel/motel because the passer-by wants refreshment in the middle of their journey to the desired goal with 7.5% in percentage below this, the restaurants are located within enclosed mall, since people wants to take some refreshments when and where they are shopping with 2.5%. Other than described above is 38.8% but over and above most of the owners had shops in street location the "customers want to visit the restaurants, beside the street, the number in percentage are, about 51.3%.

4.3.1.2 Frequency on Duration of Association

TABLE 4.2

How Long Associated	Frequency	Percent
. 1-5 years	26	32.5
5-10 years	33	41.3
10-15 years	19	23.8
15 years & above	2	2.5
Total	**80**	**100.0**

Source: Primary data

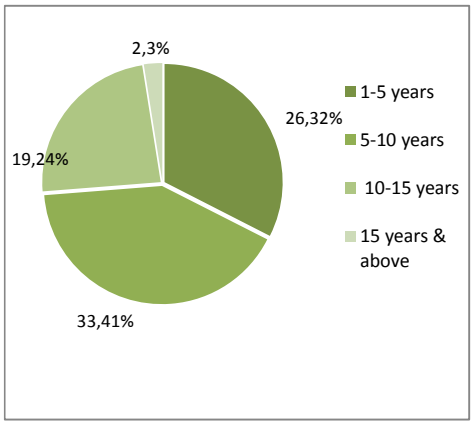

Figure 4.2

The category "frequency on duration of association, reveals that most of the owners are associated with the restaurants somewhere from 5-10 years, with the percentage 41.3%. Just below this those who are associated with the restaurants are within the range of 1-5 years with percentage 32.5%. Below this, those who are associated with the restaurants falls on the percentage 23.8% as within the range of

10-15 years, the lowest number from those belonging 15 years and above are 2.5%. The above fact shows that most of owners are associated “more in number of years i.e. 5-10 years falls in the middle of our studies of the frequency on duration of association.

4.3.1.3 Capital Investment

TABLE 4.3		
Initial Capital Investment	Frequency	Percent
Up to 50000	14	17.5
50000-100000	35	43.8
100000-150000	22	27.5
150000 & above	9	11.3
Total	**80**	**100.0**

Source: Primary data

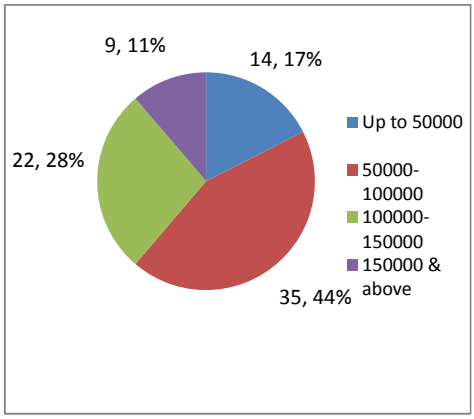

Figure 4.3

The category “capital investment reveals the fact that, the average capital investment in the range of 50000-100000 with 43.8%. Just above this with 100000-150000 with 27.5%. Below this the 17.5% owners did not want much to invest to get their desired goals, only 11.3% were ready to invest more than 150000 initially to start restaurant business. Without capital no business can start and capital investment is largely depends on nature of business. Analysis of data collected from restaurant owners on the capital investment reveals the fact that in most of the cases in restaurant business in Silchar town initial capital investment is not so high which encourage more and more individual to start restaurant business in Silchar town.

4.3.1.4 Frequency of "Quality of Food Services"

TABLE 4.4		
Quality Foods And Services	**Frequency**	**Percent**
Agree	36	45.0
Strongly Agree	44	55.0
Total	**80**	**100.0**

Source: Primary data

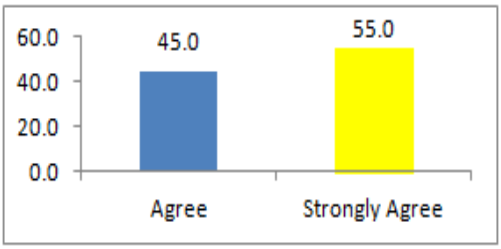

Figure 4.4

The category "frequency of quality of food services, 55% of respondents strongly agreed that quality of foods and services are the main points of attraction for customers to choose a restaurants , the primary need with our flooding are cleanliness along with the qualities as they cater to be the cardinal point of business ethics. Another 45% of respondents agreed on the same aspect. As the study reveals that one of the purpose of visiting restaurant is having delicious and variety of foods, so the restaurant owners accepted the fact that having variety of food only is not sufficient, the available food must be of good quality. The study reveals the fact that the increasing numbers of restaurant customers is depends on the quality of food provided by the restaurants in Silchar town.

4.3.1.5 Frequency on "Variety in Menu"

TABLE 4.5		
Varieties Of Menu	**Frequency**	**Percent**
Disagree	4	5.0
Neither Agree nor Disagree	14	17.5
Agree	31	38.8
Strongly Agree	31	38.8
Total	**80**	**100.0**

Source: Primary data

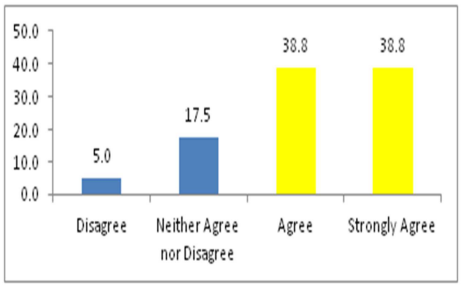

Figure 4.5

The category "variety in menu shows that 77.6% respondents" mentioned that wide variety in menu is also a strong value proposition for drawing in footfalls because man by nature prefers to have variety of food stuffs. Those who maintained neutral take, i.e., neither agree, nor disagree are 17.5% below this those disagree are with 5.0%.It is found that very less numbers of restaurant owners showed their agreement against on this aspect. Restaurant is such a place where people of different religion and culture use to visit and accordingly their tastes and preferences are also different which makes it necessary to have variety in menu to serve the people belonging to different cultures and religious. The study suggested that to serve the customers of all tastes and preferences there must be variety in menu which increase the willingness of restaurant visitors to visit the restaurant again and again and thus increase the prospect of restaurant business in Silchar town.

4.3.1.6 Frequency on "Reasonable Pricing"

TABLE 4.6

Reasonable Price	Frequency	Percent
Disagree	2	2.5
Agree	51	63.8
Strongly Agree	27	33.8
Total	80	100.0

Source: Primary data

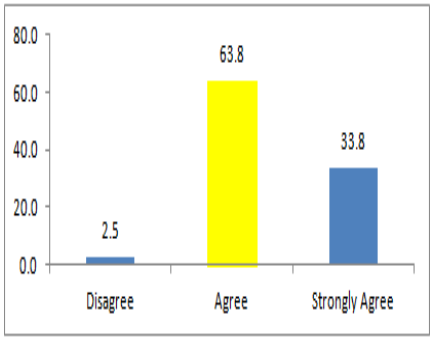

Figure 4.6

The category "frequency on reasonable pricing", 63.8% owners agreed that reasonable pricing is a strategy to success of the restaurants followed by 33.8% who strongly agreed on the same point. It is the nature of the people, to economic

in regards to their daily living, with the dictum" pay less take more. "Those who do not cater to the pricing are with 2.5%. The study reveals the fact that in Silchar town also pricing is one of the most important factors which influence the decision of restaurant visitors in receiving the restaurant services from any restaurant they want to visit. Out of total respondents 97.6% respondents have shown their acceptance in fixing reasonable price for the different food items available in menu taking into consideration the affordability and competitive factors in the context of Silchar town.

4.3.1.7 Frequency on "Ambient Accommodation & Interiors"

TABLE 4.7

Ambient Accommodation And Interior	Frequency	Percent
Strongly Disagree	1	1.3
Disagree	18	22.5
Neither Agree nor Disagree	22	27.5
Agree	26	32.5
Strongly Agree	13	16.3
Total	80	100.0

Source: Primary data

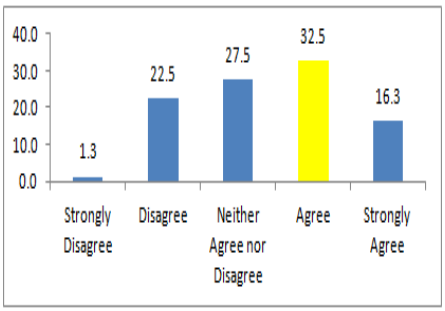

Figure 4.7

The category frequency on ambient accommodation interiors is strongly seen as a prerequisite for a restaurant to do well. 32.5% agreed while 16.3% strongly agreed on this point, as the visitors want the cordial and pleasing atmosphere with ambience full of music, with a half- lit, half-dark chamber to have solace while refreshing themselves in any restaurant. Below the number 32.5% and 16.3%, there are 27.5% who had a neutral take as neither neither agree nor disagree, followed by

those who disagree are 22.5%, along with those who strongly disagree 1.3%. As an extension to the above data it can be said that people in Silchar town like to have a festive soothing decorated inner-room which is pleasing to their eyes and soothing to their nerves. Therefore the study pointed that the ambient accommodation and interiors are the need of modern day restaurant business in Silchar town.

4.3.1.8 Frequency on "Advertisement & Promotion"

TABLE 4.8

Advertised And Promoted	Frequency	Percent
Strongly Disagree	1	1.3
Disagree	22	27.5
Neither Agree nor Disagree	19	23.8
Agree	21	26.3
Strongly Agree	17	21.3
Total	**80**	**100.0**

Source: Primary data

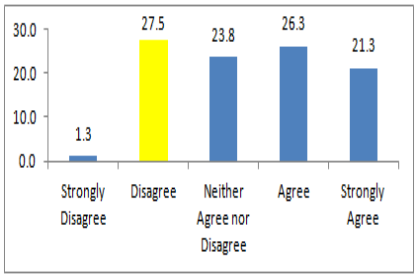

Figure 4.8

The category "frequency on advertisement and promotion revels the fact that 27.5% disagreed that advertisement and promotion is unnecessary while 26.3% agreed and 21.3% strongly agreed on its importance since through advertisement visitors would get to know about the services offer to them, by the restaurants, along with the promotional activities. Those who neither agreed nor disagreed on the point are 23.8% and those strongly disagreed are 1.3%. Though the majority in favour of this aspect that advertisement is necessary but it is also found that a good numbers of owners were against of this aspect and according to them advertisement is not necessary to do the restaurant business in Silchar town.

4.3.1.9 Frequency on "Enhanced Investment"

TABLE 4.9		
More Investment Is Necessary	**Frequency**	**Percent**
Disagree	7	8.8
Neither Agree nor Disagree	6	7.5
Agree	49	61.3
Strongly Agree	18	22.5
Total	**80**	**100.0**

Source: Primary data

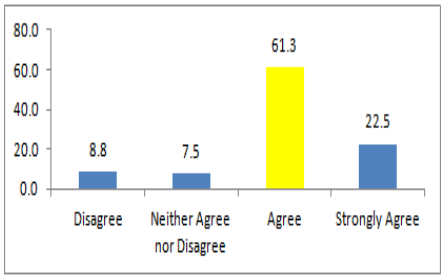

Figure 4.9

The category "frequency on enhanced investment shows that 61.3% and 22.5% agreed and strongly agreed that enhanced investment would give good return on investment since the funds can be utilized to cater the needs of the audience. The owners have to look after the visitors and fulfill their demands, through the services provided to them with enhanced investment in respect of foodings. The study reveals the fact that in the restaurant business in Silchar town more fund can be invested because of its better prospect. They believed that enhanced capital investment will improve their quality of services and thus numbers of customers will increase and ensure better prospect of restaurant business in Silchar town.

4.3.1.10 Frequency on "Trained Staff"

TABLE 4.10		
More Training Is Necessary Cook And Staff	**Frequency**	**Percent**
Disagree	7	8.8
Neither Agree nor Disagree	27	33.8
Agree	34	42.5
Strongly Agree	12	15.0
Total	**80**	**100.0**

Source: Primary data

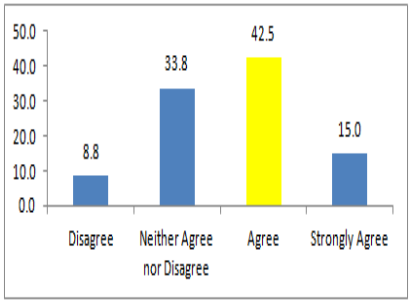

Figure 4.10

The category "frequency on trained staff" reveals the facts with 42.5% agreed and another 15% strongly agreed that trained staff is indispensable in restaurant business. Under the prognosis more training is necessary with cook and staff beside which all the respondents answers with 33.8% who neither agree nor disagree followed by those with 8.8% who disagree. Those who fall with 42.5% and 15% show that these must be well-groomed well-behavioral persons to serve in a restaurant along with efficient trained cook to serve the visitors. Increasing the numbers of customers based on customers satisfaction which depends on the services provided by the restaurants .The restaurant owners in Silchar town opined that more trained staffs are necessary to provide quality services to the customers visiting the different restaurants in Silchar town. To increase the efficiency of the staff necessary training should be provided so that they can serve their customers and satisfy them so that they visit restaurant frequently and thus ensure the better prospect of restaurant business in Silchar town.

4.3.1.11 Frequency on "Enhanced Staff Capacity"

TABLE 4.11

Increase Staff Capacity	Frequency	Percent
Disagree	24	30.0
Neither Agree nor Disagree	11	13.8
Agree	37	46.3
Strongly Agree	8	10.0
Total	**80**	**100.0**

Source: Primary data

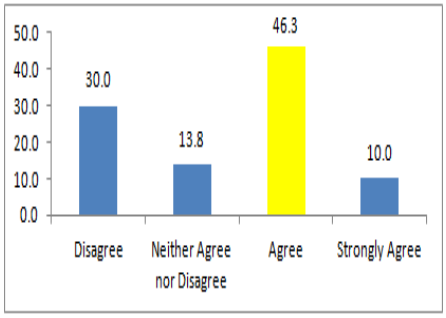

Figure 4.11

The category “enhanced staff capacity” unanimous agreement on this point 46.3% agreed and another 10% strongly agreed that enhancement in staff capacity would improve restaurants services and hence work positively for the customers because it is a well-known fact that the more the man-power as labour in capital will yield more product to the desired goal. So, it is with the services, offered by any restaurant. That is why in respect of those who disagree is 30.0%, and those who neither agree nor disagree had a neutral take with 13.8%.The respondents were accepted that restaurants in Silchar town required increasing the numbers of staff. In fact increasing numbers of staff is necessary to serve the increasing numbers of customers in Silchar town. The study reveals that enhancement of staff capacity in different restaurant in Silchar town is an indicator of prospect of restaurant business in Silchar town.

4.3.1.12 Frequency on “Enhanced Business Promotion”

TABLE 4.12

More Aggressive Business Promotion	Frequency	Percent
Disagree	12	15.0
Neither Agree nor Disagree	31	38.8
Agree	25	31.3
Strongly Agree	12	15.0
Total	**80**	**100.0**

Source: Primary data

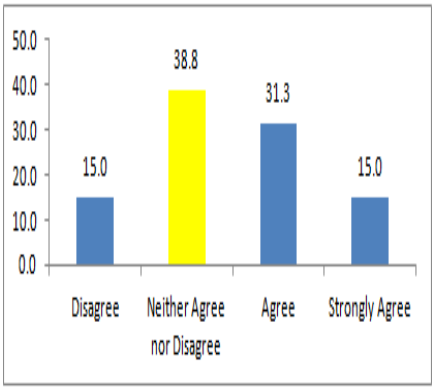

Figure 4.12

The category “frequency on enhanced business promotion”, the balance was equally poised between agreement and disagreement. It is quite logically since the decision on enhancing business promotion would depend on the need analysis of

the same. As an extension to this, it is found that those who neither agree nor disagree had a neutral take is 38.8%. Those who agree is 31.3% those who strongly agree 15% these who agree 15% because it is the nature of the capital to get increased in course of the time, Stipulated for the duration of stay of any food-staff company.

4.3.1.13 Frequency on "Overall Prospect of Restaurant Business in Silchar"

TABLE 4.13

Overall Prospect Of Restaurant Business In Silchar	Frequency	Percent
Very good	34	42.5
Good	36	45.0
Average	10	12.5
Total	**80**	**100.0**

Source: Primary data

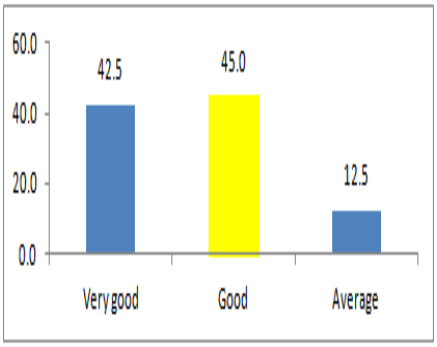

Figure 4.13

The category "frequency on overall prospect of restaurant business in Silchar out of the condition, through which the restaurant services can be increased , can be done so through the analysis of overall prospect of business in Silchar. Those which belongs to the category good is 45.0% and those which belong to the category very good is 42.5% and those who fall with the average is 12.5% as a conclusive point it is found that the overall prospect of the restaurant business at Silchar is very good is what the owners believed.

4.3.1.14 Frequency on "Improved Connectivity"

TABLE 4.14		
Improved Connectivity	**Frequency**	**Percent**
Neither Agree nor Disagree	2	2.5
Agree	13	16.3
Strongly Agree	65	81.3
Total	**80**	**100.0**

Source: Primary data

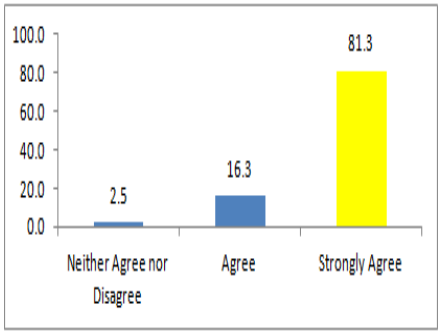

Figure 4.14

The category on frequency on improved connectivity, we can infer that infrastructure improvements to for better connectivity to the restaurants would mean easier access for the customers and hence would drive higher footfalls. 81.3% and 16.3% strongly agreed and agreed on this point because, the basis of any high yielding visitors would be higher if they are to pay less, with more service option. Those who have neutral take with neither neither agree nor disagree are 2.5%. Silchar is emerging as a town of commercial importance and in this regards improved connectivity is one of the most contributory factor .The restaurant owners accepted that improved connectivity is the means of better prospect of any business and therefore restaurant business is no exception for the restaurant owners in Silchar town. Improved connectivity in Silchar town will ensure the increasing numbers of restaurant customers in Silchar town which will ensure better prospect of restaurant business in Silchar town

4.3.1.15 Frequency on "Creating Jobs"

TABLE `4.15		
Increasing Employment Opportunities	**Frequency**	**Percent**
Neither Agree nor Disagree	17	21.3
Agree	41	51.3
Strongly Agree	22	27.5
Total	**80**	**100.0**

Source: Primary data

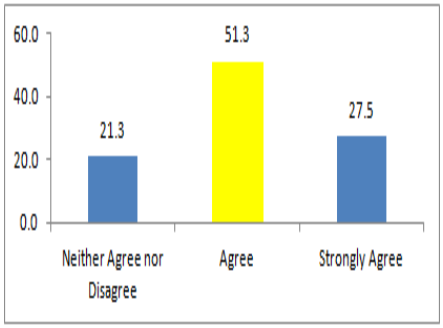

Figure 4.15

The category "frequency on creating jobs are to be recognized because the restaurant industry would create new job opportunities since the business requires staff from multiple domains to ensure required experience with the customers. Since, it is the primary needs of a nation to get survive rest in a cordial atmosphere both for the employee and for the employer, which will augment the prospect of restaurant industry in the Silchar region. Those who agreed on that point in percentage are 51.3 and those who are falls under the option strongly agree are 27.5% and those who neither agree nor disagree are21.3%. Increasing employment opportunities in restaurant business signifies the importance of restaurant business in Silchar town.

4.3.1.16 Frequency on "Changing Lifestyle"

TABLE 4.16		
Changing Lifestyles	**Frequency**	**Percent**
Disagree	1	1.3
Neither Agree nor Disagree	23	28.8
Agree	38	47.5
Strongly Agree	18	22.5
Total	**80**	**100.0**

Source: Primary data

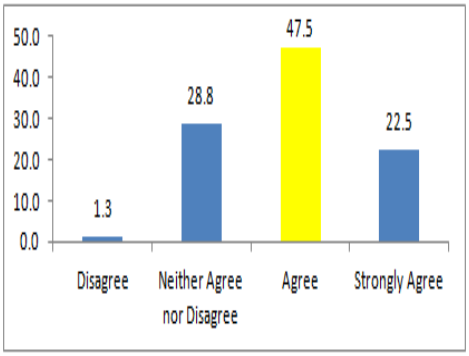

Figure 4.16

The category frequency on changing life style reveals the fact that changing lifestyle is a success parameter for the restaurant business. 47.5% said in the affirmative while 22.5% strongly agreed on the same because a restaurant can display the hoarding from the idols, those who acts as archetype in creating life style as a basis to draw attention to the frequent visitors, who follow their ideals icon both within the domain of film industry and outside. It is to be noted that lifestyle is change with the changes in time. The study reveals the fact that changing lifestyle of the people of Silchar town, increasing the prospect of restaurant business in Silchar town. With the changes of lifestyle of the people, they become more positive towards spending time in doing such activities which gives them pleasure and entertainment.

4.3.1.17 Frequency on "Cultural Heritage & Festival Observed"

TABLE 4.17

Rich Cultural Heritage And Good Number Of Festival Observed	Frequency	Percent
Neither Agree nor Disagree	11	13.8
Agree	31	38.8
Strongly Agree	38	47.5
Total	**80**	**100.0**

Source: Primary data

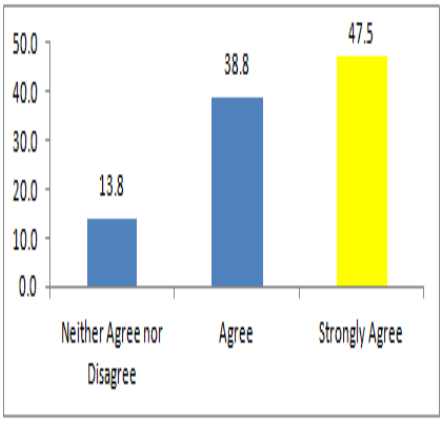

Figure 4.17

Studies on the category frequency on cultural heritage observed reveals the fact that 47.5% of the owners strongly mentioned cultural heritage as a driver of the business along with the series of festivals observed. Eating during festival has become a common practice and hence is a peak time for the restaurant business

38.8% agreed on above point. Those who observed rich cultural heritage and good numbers of festivals in percentage with agreed are 38.8. Those who neither agree nor disagree had a neutral take with 13.8%.

4.3.1.18 Frequency on "Better Infrastructure"

TABLE 4.18		
Better Infrastructure	**Frequency**	**Percent**
Neither Agree nor Disagree	1	1.3
Agree	12	15.0
Strongly Agree	67	83.8
Total	**80**	**100.0**

Source: Primary data

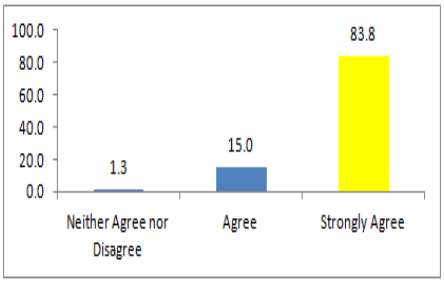

Figure 4.18

The category "frequency on better infrastructure reveals the fact that if infrastructure is further improved then it will give a still better boost to the industry 83.8% strongly agreed, those who agreed is 15% and those who neither agree nor disagree is had a neutral take of 1.3% . So the majority of the respondents accepted that improved infrastructure is the need of further development of restaurant business in Silchar town. To them improved infrastructure can bring more and more customers to the restaurant and thus helps in increasing the numbers of customers in restaurant business which is indeed very much essential for the prospect of restaurant business in Silchar town.

4.3.1.19Frequency on "Sound Financial Position"

TABLE 4.19		
Sound Financial Position	**Frequency**	**Percent**
Neither Agree nor Disagree	1	1.3
Agree	37	46.3
Strongly Agree	42	52.5
Total	**80**	**100.0**

Source: Primary data

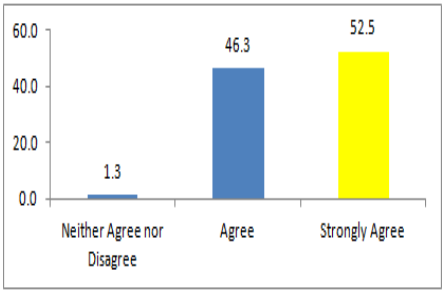

Figure 4.19

The category "frequency on sound financial position reveals the fact that to be a sustainable business model sound financial position is imperative said 46.3% of the owners. 52.5% strongly reinforced the above point those who belong to the segment neither agree nor disagree had a neutral take of 1.3% because the success over a restaurant business is based upon a capital expenditure in times of crisis. Most of the respondents agreed and strongly agreed that better prospect of restaurant business is largely depends on sound financial position of the restaurant owner. Restaurant business involves both fixed capital as well as working capital, in fact working capital requirement is more to run the restaurant business and therefore it is only the sound financial capacity of the owners which enable them to meet both the capital needs of the restaurant business.

4.3.1.20 Frequency on "Skilled & Trained Manpower"

TABLE 4.20		
Skilled And Trained Manpower	**Frequency**	**Percent**
Neither Agree nor Disagree	4	5.0
Agree	42	52.5
Strongly Agree	34	42.5
Total	**80**	**100.0**

Source: Primary data

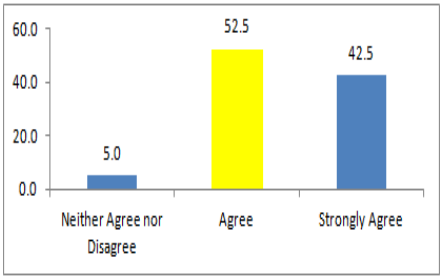

Figure 4.20

The category frequency on skilled and trained man power which has a positive impact on the restaurant business begins with the availability of skilled and trained man power. As mentioned in table, this section further resonates the point on good service being a function of availability of commensurate staff and hence has a vital role in the success of business because skilled and trained man power is required to facilitate the restaurant industry. Those who are agreed on the point are 52.5%, those who neither agree nor disagree had neutral take with 5.0% and those who strongly agree are 42.5% because skilled and trained man power yields more service facilities to the visitors along with the restaurant infrastructure.

4.3.1.21 Frequency on "Attractiveness of Location"

TABLE 4.21		
Attractive Location	**Frequency**	**Percent**
Neither Agree nor Disagree	2	2.5
Agree	40	50.0
Strongly Agree	38	47.5
Total	**80**	**100.0**

Source: Primary data

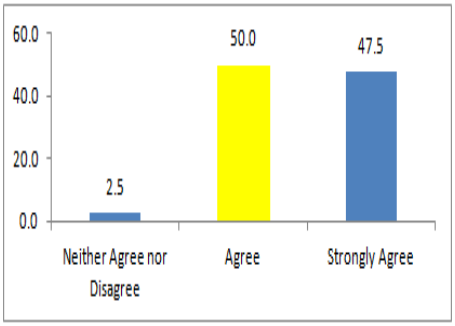

Figure 4.21

The category "frequency on attractiveness of location reveals the fact location is crucial. It almost sums up the responses, received when asked on attractiveness of location 97.5% of the owners in total said if the location is attractive and accessible then it would be very favourable to the business. For that matter a cordial and suitable environment is required to get the desired result. Location it can make or break a restaurant .Finding the perfect location is a time-consuming and tedious process, but it's essential that you give it all the attention it deserves. Do not rush this decision. It is the most important one that you will make. Wait until you have several prospective properties and then weigh your options carefully. One need to consider the factors like Visibility and passing traffic (Foot and car), Parking, Potential for outdoor seating , competition, Complementary businesses located close by etc. because all such factors makes an place attractive and best suited for restaurant business in Silchar town.

4.3.1.22 Frequency on "Sound Credit Facilities & Financial Services"

TABLE 4.22		
Sound Credit Facilities And Financial Services	**Frequency**	**Percent**
Neither Agree nor Disagree	2	2.5
Agree	29	36.3
Strongly Agree	49	61.3
Total	**80**	**100.0**

Source: Primary data

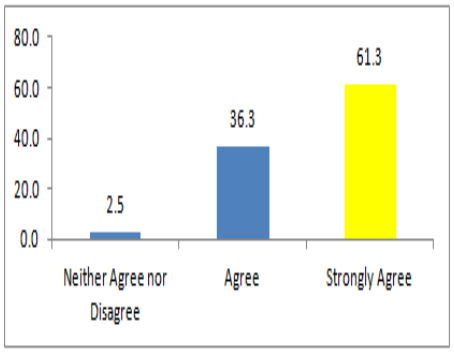

Figure 4.22

The category "sound credit facilities and financial services is what is required for the smooth running of a business. Availability of funds for business sustainability is required as mentioned by 61.3% of owners who strongly agreed 36.3% who agreed. Hence, Silchar needs more credit facilities and financial service who would be willing to support the cash flow requirement of the industry. Sound credit facilities and financial services certainly encourage both that is the existing business man as well as the initiator in restaurant business in Silchar town.

4.3.2 SUMMARY OF THE RESTAURANT OWNERS' ANALYSIS

Information collected from the responses of restaurant owners as interpreted and analysed above and there from following points are summed up to assess the problems and prospect of restaurant business in Silchar town.

1. Most of the restaurants are located in a strip shopping place in Silchar town. In Silchar town maximum numbers of restaurant are located in a market place.

2 .The studies reveal the fact that the majority of the restaurant owners are associated with this business somewhere from 5-10 years.

3. The category “capital investment reveals the fact that, the capital requirement for starting the restaurant business is not so high because it is found that the average capital investment in the range of 50000-100000 in case of maximum numbers of restaurant business in Silchar town.

4. Majority of respondents strongly agreed that quality of foods and services are the main points of attraction for customers to choose a restaurant in Silchar town.

5. Restaurant owners in Silchar town largely accepted that wide variety in menu is a strong value proposition for drawing in food false. According to their point of view variety in menu can be the driving force for increasing the numbers of restaurant customers.

6. Reasonable pricing is an important factor for the prospect of restaurant business in Silchar town. Most of owners agreed that reasonable pricing is a strategy to success of the restaurants business.

7. Ambient accommodation interiors are strongly seen as a prerequisite for a restaurant to do well. A large numbers of owners accepted that in the context of up gradation and modernization it is very much necessary to have well accommodated interior in the restaurants in Silchar town.

8. From the point of view of restaurant owners in Silchar town advertisement is one of the medium of increasing the numbers of restaurant visitors. The category frequency on advertisement and promotion reveals the fact advertisement and promotion is necessary since through advertisement visitors would get to know about the services offer to them by the restaurants.

9. The restaurant owners accepted the fact that more investment can be done in restaurant business in Silchar town. The category frequency on enhanced investment shows that enhanced investment would give good return on investment since the funds can be utilized to cater the needs of the audience.

10. The category frequency on trained staff reveals the facts that trained staff are indispensable in restaurant business. There must be well-groomed well-behavioural persons to serve in a restaurant along with efficient trained cook to serve the visitors.

11. The study reveals that enhancement in staff capacity would improve restaurants services and hence work positively for the customers because it is a well-known fact that the more the man-power as labour in capital will yield more product to the desired goal.

12. The category frequency on enhanced business promotion the balance was equally poised between agreement and disagreement quiet logically so since the decision on enhancing business promotion would depend on the need analysis of the same.

13. The category frequency on overall prospect of restaurant business Silchar out of the condition, through which the restaurant services can be increased, can be done so through the analysis of overall prospect of business in Silchar. As a conclusive point it is found that the overall prospect of the restaurant business at Silchar is very good is what the owners believed.

14. The category on frequency on improved connectivity, we can infer that infrastructure improvements to for better connectivity to the restaurants would mean easier access for the customers and hence would drive higher footfalls. In

fact the restaurant owners believed that improved connectivity is one of the main base on which the prospect of restaurant business in Silchar town largely depends.

15.The category frequency on creating jobs are to be recognized because the restaurant industry would create new job opportunities since the business requires staff from multiple domains to ensure required experience with the customers.

16. The category frequency on changing life style reveals the fact that changing lifestyle is a success parameter for the restaurant business. The respondents were agreed and strongly agreed that the interest of the people towards receiving restaurant services is influenced by their changing life styles.

17. Studies on the category frequency on cultural heritage observed reveal the fact that cultural heritage as a driver of the business along with the series of festivals observed. Eating during festival has become a common practice and hence is a peak time for the restaurant business.

18. It is found that if infrastructure is further improved then it will give a still better boost to the industry. Majority of the restaurant owners well accepted the fact that improved infrastructure will be the need of drawing the attention of more and more people and thereby increasing the prospect of restaurant business in Silchar town.

19. The category frequency on sound financial position reveals the fact that to be a sustainable business model sound financial position is imperative because the success over a restaurant business is based upon a capital expenditure in times of crisis.

20. One more factor which has a positive impact on the restaurant business is the availability of skilled and trained man power. As it is found that providing good

quality services is the need of restaurant business and therefore skilled and trained manpower has a vital role in the success of restaurant business.

21. The study reveals the fact location is crucial. The owners in total said if the location is attractive and accessible then it would be very favourable to the business.

22. Sound credit facilities and financial services is what is required for the smooth running of a business. Availability of funds for business sustainability is required as mentioned by most of the owners who believed that in the era of fast changing life styles and preferences of the customers Sound credit facilities and financial services is one of the most important sources of meeting these conditions.

4.3.3 ATTITUDE OF RESTAURANT VISITORS TOWARDS RESTAURANT

This section tries to understand the attitude of the market segment towards the restaurant as a product service. The same is gauged through ranking on a Likart scale or parameter-based inputs on specific aspects of this industry

4.3.3.1 Frequency of visit

To understand the frequency of visits to restaurants, the sample set was asked to tick any of the following

- Visit very frequently
- Frequently
- Occasionally
- Rarely

TABLE 4.23		
	Frequency	**Percent**
Visit restaurant very frequently	28	7.7%
Visit restaurant frequently5	121	33.3%
Visit restaurant occasionally	162	44.6%
Visit restaurant rare	52	14.3%
Total	363	100.0%

Source: Primary data

Figure 4.23

The prognosis "frequency of visit determines that 44.6% people visit restaurants occasionally, while 33.3% are frequent visitors. The others who visit restaurants rarely are with 14.3% and those who visit restaurant very frequently are 7.7%. It is found that most of the visitors visit restaurants occasionally, taking time out of their busy schedule. They pick up time to spend in restaurants only occasionally so that their other works may not be hampered. Hence, they remain satisfied with the little period in staying at restaurants.

4.3.3.2 Visit with whom

TABLE 4.24		
Visit with whom	**Frequency**	**Percent**
With friends	273	75.2%
With family	239	65.8%
With others	94	25.9%
Alone	24	6.6%
Total	363	

Source: Primary data

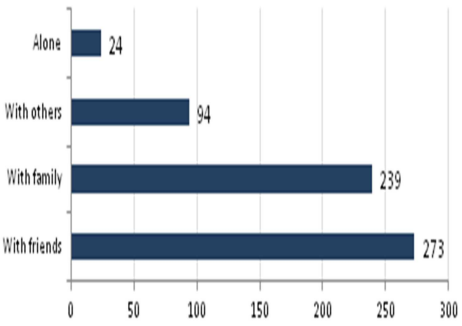

Figure 4.24

The table entitled "visit with whom, brings out the fact, most of the visitors, visit restaurants with friends are larger in numbers with 75.2%. Those who visit restaurants with family are 65.8% and those with others are meager in numbers with 25.9% the journey of a visitors to a restaurants is beings from a home but it is a fact that most of the visitors prefers to visit a restaurants with their friends by 75.2% because they become more free and open with their friends with whom they have their refreshment in restaurant. Sir Francis Bacon, one of the old time great English essayists has said that a man who cannot divulge anything to his family man is likely to open themselves to their friends. So the prognosis visits with whom has found it a truth with the visitors who visit a restaurant with their friends.

4.3.3.3 Purpose of visit

TABLE 4.25		
Purpose of visiting Restaurant	**Frequency**	**Percent**
For refreshment	171	47.1%
For entertainment	140	38.6%
For companionship	140	38.6%
For celebrating	187	51.5%
Total	363	

Source: Primary data

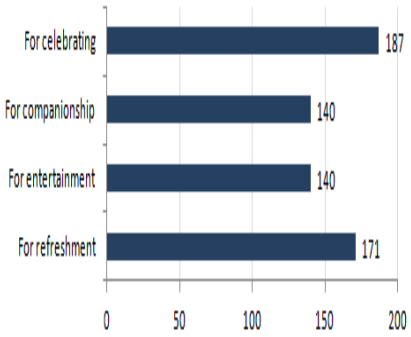

Figure 4.25

The prognosis "purpose of visit by the visitors reveals the fact that those who visit restaurant for entertainment and companionship has a neutral take with 38.6% just above them are 47.1% visit for refreshment are with 47.1% over and above those who visit restaurants for celebrating festivals and occasional ceremony are with 51.5% restaurants to them proves as an alternative to any temple marriage or any other festivity occasion. More over restaurant is an ideal situation to give them with all kind of incentives that visitors require when coming for celebrating their birthday, marriage party and any other occasion.

4.3.3.4 New expectations from restaurants

TABLE 4.26		
Changes suggested	**Frequency**	**Percent**
Quality of food	235	64.7%
Service	110	30.3%
Price	149	41.0%
Facility	111	30.6%
Interior	36	9.9%
Others	14	3.9%
Total	363	

Source: Primary data

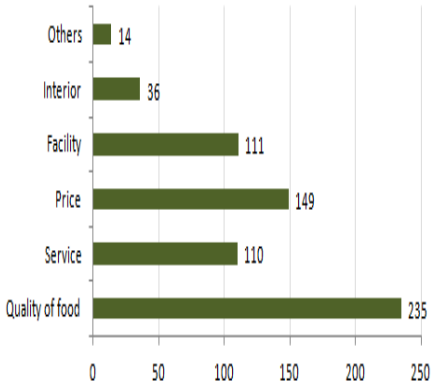

Figure 4.26

The prognosis "new expectations from restaurants, reveals the fact that most of the respondents wanted improvement in quality of food, the percentage being 64.7% of the respondents, while 41% mentioned that they expected better pricing and 30.3% and 30.6% said that they wanted service and facility level improvements respectively because the purpose of visiting restaurants are to get refreshed with the food where quality of food is preferred it is rated higher than the other option as to service ,price facility, interior and other quality of foods, thus hereby have to be changed to give the visitors variety in taste with the dishes occasionally changed by the owners.

4.3.3.5 Restaurant Service Type preferences

TABLE 4.27		
Service preference in a Restaurant	**Frequency**	**Percent**
Self Service	24	6.6%
By Staff	212	58.4%
Home Delivery	37	10.2%
Others	13	3.6%
No comments	81	22.3%
Total	363	

Source: Primary data

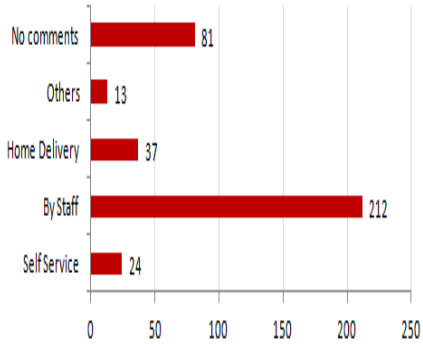

Figure 4.27

The table restaurant service type preference reveals the fact that "when asked on the restaurant format they would prefer 58.4% respondents wanted to be served by restaurant staff, 10.2% wanted home delivery facility and 6.6% also mentioned self-service mode at the restaurant. As most of the visitors want to be served by the staff it is clear that the visitors want to be refreshed in a restaurant ambience and its facilitating environment which may give them certain kind of fulfilment through the staffs in person for that matter a staff may meet the pulse of a visitor or visitors.

4.3.3.6 Attitude on Spending money in restaurants

TABLE 4.28		
Spending money on restaurant	**Frequency**	**Percent**
Good value for money	76	20.94%
Reasonable	221	60.88%
Bad	11	3.03%
No comments	55	15.15%
Total	363	100.0%

Source: Primary data

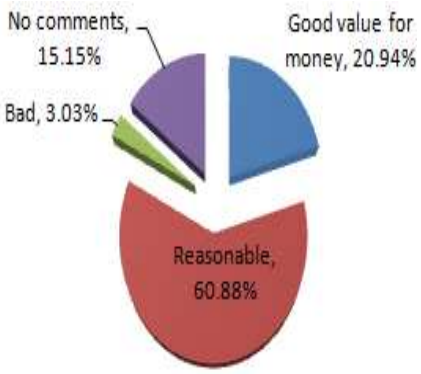

Figure 4.28

The prognosis "attitude on spending money in Restaurants reveals the fact that" in terms of the pricing of restaurants at Silchar. 60.88% mentioned that the same is reasonable and 20.94% mentioned that these are good value for money. Below this, 3.03% hold that current pricing is bad and the remaining 15.15% hold no comment regarding the existing pricing. Here, the visitors mindset speak that they are just above the reasonable price-level, since they are satisfied with the money they spend with the service they are getting in the restaurant.

4.3.3.7 Drivers of footfall to the restaurants

Table 4.29

Likart Scale / Aspects	Very unlikely		Very likely		Quite likely		Quite unlikely		TOTAL	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
sitting arrangement	7	1.9%	220	60.6%	128	35.3%	8	2.2%	363	100.0%
non-vegetarian choices	32	8.8%	208	57.3%	104	28.7%	19	5.2%	363	100.0%
Vegetatian choices	20	5.5%	123	33.9%	194	53.4%	26	7.2%	363	100.0%
Entertainment	5	1.4%	231	63.6%	118	32.5%	9	2.5%	363	100.0%
Exotic varieties of foods	10	2.8%	272	74.9%	75	20.7%	6	1.7%	363	100.0%
Reasonable price	8	2.2%	220	60.6%	122	33.6%	13	3.6%	363	100.0%
Offer on document	4	1.1%	288	79.3%	61	16.8%	10	2.8%	363	100.0%
Interior	10	2.8%	149	41.0%	188	51.8%	16	4.4%	363	100.0%
Good services	4	1.1%	283	78.0%	69	19.0%	7	1.9%	363	100.0%
Well presented staff	9	2.5%	214	59.0%	135	37.2%	5	1.4%	363	100.0%
Home delivery	8	2.2%	185	51.0%	155	42.7%	15	4.1%	363	100.0%

Source: Calculation based on selected sample of respondents in Silchar.

The prognosis, “Drivers of foot fall to the restaurants, reveals’ the fact that 11 aspects of foot fall drivers a restaurant considered as shown in the table above. The respondents were asked their degree of likeness to visit the restaurants if these aspects were improved upon. The respondents indicated that almost all aspects would require improvement as a result of which people would be “very likely” and quiet likely to go restaurants. These two aspect reveals the fact much is required to attract the attention of the visitors, on part of the owners which is may further give the boost to the infrastructure improvement that will fetch hefty amount of money that they are presently holding as the price index of a table shows above.

4.3.3.8 Concern of services being offered by the restaurants

TABLE 4.30		
Are you concerned about the services on offer by restaurant	**Frequency**	**Percent**
Fully concern	82	22.6
Partly concern	196	54.0
No idea	85	23.4
Total	363	100.0

Source: Primary data

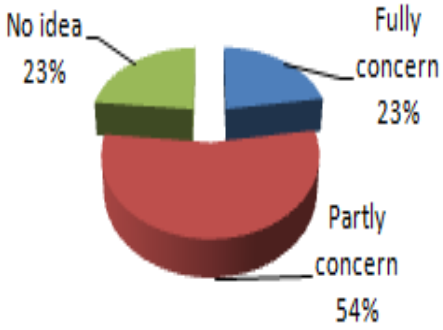

Figure 4.29

The prognosis concern of services, being offered by the restaurants holds that in order to understand how the service levels affect the psychology of customers, respondents were asked their degree of concerned on the same while 54% are partly concerned with aspect to the kind of quality of services being offered. As an addition to that it can be said the 54% are less, worried about the services offered to them on part of the owners. They are satisfied with their psychological demand fulfilled by the staffs, who are more trained with their experience, during their services towards their visitors. But the owner has to renew their services with the changes of time with their spaces here with.

4.3.3.9 Other reasons for visiting restaurants

Table 4.31

Likart Scale / Aspects	Never		Most of the Time		Some of the Time		TOTAL	
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
have to queue for long	150	41.3%	24	6.6%	189	52.1%	363	100.0%
Restaurant is Very clean	3	0.8%	310	85.4%	50	13.8%	363	100.0%
Cutlery is very clean	3	0.8%	298	82.1%	62	17.1%	363	100.0%
Staff are helpful	7	1.9%	233	64.2%	123	33.9%	363	100.0%
Staff are well presented	5	1.4%	250	68.9%	108	29.8%	363	100.0%
general service is good	3	0.8%	253	69.7%	107	29.5%	363	100.0%
I can find a seat	40	11.0%	167	46.0%	156	43.0%	363	100.0%

Source: Calculation based on selected sample of respondents in Silchar.

In order to understand the other reasons for visiting restaurants and their criticality in decision-making, 8 aspects were identified. Respondents were again asked to rate these aspects as "Never", "Most of the time" & "some of the time". The responses are tabled in above mentioned table. All of these are the other strong reasons basis which "Most of the Time" people decide whether to go to a restaurant or not, with the exception of "having to wait in a long queue" having a lesser degree of importance – 52.1 % mentioned that it is a reason "Some of the time".

Those who held that restaurants is very clean in most of the time is 85.4% whereas some of the time is 13.8% those who hold that cutlery is very clean in most of the time 82.1% where as 17.1% is with some of the time those who believes that staff are helpful the segment in most of the time is 64.2% where as some of the time segments figure 33.9%.In the segment staffs are well presented in most of the time is 68.9% where as some of the time segment holds that with 29.8%. Those who are

in general service is good in most of the time is with 69.7% and those with some of the time is 29.5%. The segment I can find a seat is with 46% most of the time with 43.8% is with some of time.

4.4 SUMMARY OF THE RESPONDENT'S (VISITORS) ATTITUDE TOWARDS RESTAURANT

Data collected from the responses of restaurant visitors as interpreted and analysed above and there from following points are summed up to assess the problems and prospect of restaurant business in Silchar town.

1. From the analysis of the data it is found that in Silchar town people used to visit restaurant occasionally followed frequently. There is little variation between the occasionally and frequently visitors of the restaurants. So it can assume that in total most of the respondents like to visit a restaurant which is very good for prospect of restaurant business in Silchar town.

2. When the respondents asked with whom they want to visit restaurant it is found that most of the people would like to visit restaurant with their friends and family. In Silchar town the most important part of restaurant customer belongs to the age group of less than 20 years who are young and like to spent time with friends and at the same time they also ready to spent time by visiting restaurants with their families.

3. The prognosis purpose of visit by the visitors reveals the fact that those who visit restaurant for entertainment and companionship have a neutral take. All four purposes which were stated for visiting restaurants –refreshment, entertainment, companionship and celebrations are equally strong in the responses. In Silchar

town people used to visit restaurants for receiving refreshment and spending time with companion. They also like to visit restaurants for entertainment and celebrating different occasions.

4. The study reveals the fact that most of the respondents wanted improvement in quality of food. Along with improved quality food they also emphasized on reasonable pricing.

5 .In Silchar town most of the respondents wanted to serve by restaurant staff. It is found that people wants to spent time by sitting at restaurant and served by the restaurants staff.

6. When the respondents asked about the value of money spending on receiving the restaurant services it is found that majority of them thought that it is reasonable to spend money on receiving the restaurant services. A part from this another group of people opined that spending money on restaurant services having good value for money. So it can be said that in Silchar town people are ready to spent money for receiving the restaurant services which is a significant indicator for better prospect of restaurant business in Silchar town.

7. Various options such as sitting arrangement , non-vegetarian choices, entertainment, exotic varieties of foods, reasonable prices, interior, good services, well presented staff etc. are given before the restaurant visitors to measure the degree of likeliness to the visit the restaurant if these aspects were improved upon it is found that the respondents indicated that almost all aspects would require improvement as a result of which people would be very likely and quite likely to go a restaurant.

8. In order to understand how the services levels affect the psychology of a customer, respondents were asked their degree of concern on the same it is found that most of the respondents were partly concern on this aspect followed by those who were fully concern but they were less in numbers as compare to those who were partly concern.

9. The study reveals the fact that cleanliness of restaurant and its cutlery along with well-presented staff are the significant factors for increasing the restaurant customers in Silchar town. Among all, these are the two strongest reasons for better prospect of restaurant services in Silchar town.

Basis on the above cited analysis, a synopsis of the attitude of the restaurants of the respondents is as follows

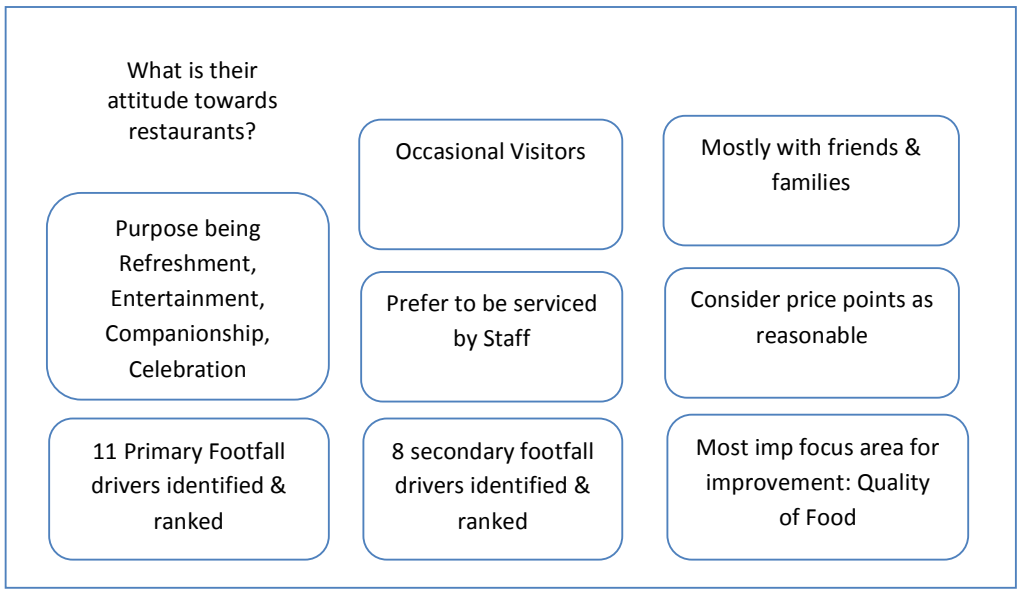

Chart 4.1: Showing Attitude of the Restaurant Visitors towards Restaurants

Depending on the analysis of attitude of both the owners/managers and visitors of restaurants over restaurant services the following is the exhibit of similarity and

dissimilarity of attitude between them over restaurant services which will reflect the prospect of restaurant business in Silchar town.

Exhibit Showing similarity and dissimilarity of attitude between restaurant owners /managers and restaurant visitors in Silchar Town:

SL. NO	OPINIONS/ ATTITUDE	OWNERS/ MANAGERS	VISITORS	SIMILARITY/ DISSIMILARITY
1	Quality of food and services	Agreement (fig.4.4)	Agreement (fig.4.26)	Similarity
2	Variety in menu	Agreement (fig.4.5)	Agreement (Table 4.29)	Similarity
3	Reasonable Price	Agreement (fig.4.6)	Agreement (Table 4.29)	Similarity
4	Ambient accommodation and interiors	Agreement (fig.4.7)	Agreement (Table4.29 and 4.31)	Similarity
5	Trained staff	Agreement (fig.4.10)	Agreement (Table4.31)	Similarity
6	Skilled and trained manpower	Agreement (fig.4.20)	Agreement (Table4.31)	Similarity

Source: Attitudinal Analysis of Restaurant owners /managers and visitors. (Primary)

The above exhibit clearly indicated the six important components over which both the owners/managers and restaurant visitors have shown their agreement which signifies their positive attitude towards restaurant services in Silchar town. Since there is the similarity in the agreement over those attitudinal components, it can be said that the prospect of restaurant business in Silchar town possibly depends on those components also. No dissimilarity found over those six important components in the attitude of both restaurant owners/managers and restaurant visitors and therefore it can be said those six components will not create any unfavourable condition for the prospect of restaurant business in Silchar town.

4.5 FINDINGS OF THE CHAPTER

In Silchar town maximum numbers of restaurants are located in a strip shopping place. Restaurants are located in such a place where there is good numbers of shops and therefore customers are readily available to the restaurants. The studies reveal the fact that the majority of the restaurant owners are associated with this business somewhere from 5-10 years which signifies that the emergence of restaurant business in Silchar town is very recent. The capital requirement for starting the restaurant business is not so high because it is found that the average capital investment in the range of 50000-100000 in case of maximum numbers of restaurant business in Silchar town. Majority of respondents who are the restaurant owners strongly agreed that quality of foods and services, wide variety in menu, reasonable pricing are the main points of attraction for customers to choose a restaurant in Silchar town. Ambient accommodation interiors are strongly seen as a prerequisite for a restaurant to do well. From the point of view of restaurant owners in Silchar town advertisement is one of the medium of increasing the numbers of restaurant visitors. The restaurant owners accepted the fact that more investment can be done in restaurant business in Silchar town. According to them restaurant business in Silchar town is a very good source of investment.

The restaurant owners emphasized on trained and well –groomed well-behavioural staff along with efficient trained cook as because they are indispensable for better prospect of restaurant business in Silchar town. The restaurant owners believed that improved connectivity is one of the main base on which the prospect of restaurant business in Silchar town largely depends. According to them improved connectivity will increase the number of customers for the restaurant in Silchar

town. Another aspect on which the prospect of restaurant business depends on is the changing lifestyle. They opined that changing lifestyle is a success parameter for the restaurant business. In Silchar town eating during festival has become a common practice and hence is a peak time for the restaurant business. It is found that if infrastructure is further improved then it will give a still better boost to the industry. Majority of the restaurant owners well accepted the fact that improved infrastructure will be the need of drawing the attention of more and more people and thereby increasing the prospect of restaurant business in Silchar town. The study reveals the fact that the prospect of restaurant business in Silchar town also depends on proper location. The owners in total said if the location is attractive and accessible then it would be very favourable to the restaurant business in Silchar town. Availability of funds for business sustainability is required as mentioned by most of the owners who believed that in the era of fast changing life styles and preferences of the customers Sound credit facilities and financial services is one of the most important sources of meeting these conditions. In Silchar town customers of restaurant are occasional visitors but at the same time large numbers of customers are frequent visitors also. There is little variation between the occasionally and frequently visitors of the restaurants which is a very good indicator in favour of prospect of restaurant business in Silchar town because there is every possibility that occasional visitors can be converted in to frequent visitors by satisfying their purpose of visit the restaurant. It is also found that the most of the people would like to visit restaurant with their friends and family. So from this it can be said that people in Silchar town likes to visit restaurant in group consisting of friends and family members. In Silchar town the most important part

of restaurant customer belongs to the age group of less than 20 years who are young and likes to spent time with friends and family. The study reveals the fact that people of Silchar town would like to visit restaurant manly for four purposes such as refreshment, entertainment, companionship and celebrations and all four were equally strong in the responses. They respondents also focus on improved quality of food along with reasonable pricing. When the respondents asked about the value of money spending on receiving the restaurant services it is found that majority of them thought that it is reasonable to spend money on receiving the restaurant services. A part from this another group of people opined that spending money on restaurant services having good value for money. So it can be said that in Silchar town people are ready to spent money for receiving the restaurant services which is a significant indicator for better prospect of restaurant business in Silchar town. The restaurant visitors are also in favour of Various facilities or services such as sitting arrangement , non-vegetarian choices, entertainment, exotic varieties of foods, reasonable prices, interior, good services, well presented staff etc. and they believed that if these aspects were improved upon they will ready to visit the same again and again and thus customers will increase. It is also found that the increasing number of customers also depends on degree of concern regarding restaurant services and also on cleanliness of restaurant and its cutlery along with well-presented staff.