

A study of various actions and initiatives to increase the integrations of food trucks into India**DR. DEEPA PRASAD VENKATRAMAN**

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Abstract

Today, the concept of eating out is shifting from the traditional brick and mortar restaurant to more up-and coming establishments such as food trucks. A concept that originated in the USA, food trucks are increasing in popularity in India due to several economic and cultural factors. This study focuses on these factors, and the challenges that are present in this competitive new industry.

The emergence of food trucks represents the emergence of a new market in Casual dining and quick service restaurants. New food truck owners are using various methods to bring in more revenue, sales, and to increase their brand. The food truck industry is unique in the aspect that new entrants are not viewed as competition. Due to the innovation and fresh ideas that food trucks bring, the industry on the whole operates on a “more the merrier” principle, the reasoning behind this being that more food trucks simply add to the growth and increase of the popularity of the sector.¹ Some of the methods used by food truck owners are effective, while some may not be effective. This results in leading me to the research question “What are the optimal steps and initiatives to increase the integration of food trucks into India?”

Primary data and secondary data was gathered for demonstration of the types and to measure effectiveness of strategies used by owners to increase business. Food trucks being a fairly recent phenomenon, secondary data was limited, and was collected in relation to the primary data.

The primary data comprises of interviews, and a questionnaire to ensure:

1. Whether current actions and initiatives involved in increasing revenue are sufficient
2. The need of further action to hasten the process

The research revealed that further more efforts were required for the expansion of food trucks in India. Current food truck owners, while extremely competent and innovative chefs, are not as well-versed in marketing, management, and social media promotion. In addition to this, most of their customers are urban, educated private sector employees, which form a very small part of the Food and Beverage industry. The most viable solution is to encourage food truck owners to increase their social media presence to multiple platforms, so as to reach as many potential consumers as possible. Other than this, raising awareness about the fact that food trucks can provide clean, and high quality food on par with a traditional brick and mortar restaurant was also an alternative feasible solution offered so as to shift the general perception of food trucks from “cheap street food” to restaurant level cuisine. There were less recommendations to enhance assistance from the government, as the government is already undertaking laws to make business easier for truck owners.

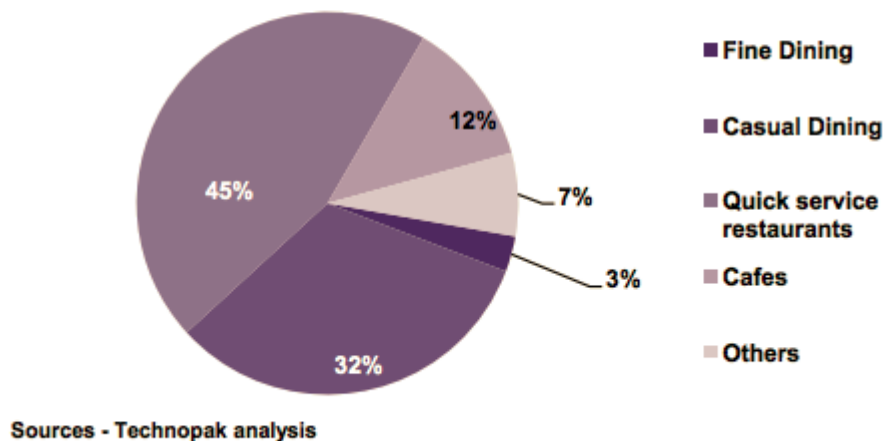
¹ <https://economictimes.indiatimes.com/industry/cons-products/food/in-absence-of-law-food-trucks-face-existence-crisis/articleshow/50478198.cms>

Introduction

Food trucks are currently part of an unorganised sector² that includes standalone restaurants and street food vendors. These businesses fall under the quick service restaurants, which currently occupy only 12% of the Food and Beverage sector of India.

Market overview - Indian F&B services sector

Food and Beverage service industry composition



Data Source: Secondary

Link <http://ficci.in/spdocument/20589/F&B-Report.pdf>

However, a universal desire for fresh, local food, combined with the very Indian want of maximum quality at the lowest price, has allowed the food truck industry to grow at a rate of 8.4% per year.. The revenue generated by food trucks in 2017-2018 is approximately 2.7 billion dollars, a huge leap from the 650 million dollars projected 5 years ago³

Food trucks allow for owners to experiment and allow access to produce and food items that are not otherwise available in local establishments. Opening and running a food truck also costs only Rs 10 lakh, on average, after accounting for kitchen equipment, raw material, renting the truck itself, staff and permits⁴. This is in stark contrast as compared to a traditional

² <https://m.dailyhunt.in/news/india/english/the+indian+economist-epaper-indecono/domino+s+effect+is+the+pizza+chain+all+set+to+conquer+india+s+fast+food+sector-news+84756704>

³ <https://enterslice.com/learning/food-truck-business-2/>

⁴ <https://www.posist.com/restaurant-times/restro-gyaan/5-reasons-why-you-should-open-a-food-truck-instead-of-a-regular-restaurant.html>

restaurants made of bricks and mortar, which requires the additional factoring in of going under a franchise and paying additional monthly royalty costs. According to the Zomato restaurant summit held in bangalore, setting up an unfranchised restaurant could cost anywhere between 40-80 lakh, and could go up to 1.2-1.4 crore if a prospective owner takes up the franchisee route.⁵

The purpose of this paper is to offer recommendations on how to best integrate food trucks, while educating owners on the necessity of good marketing and branding in addition to having a good product. Increasing the growth of food trucks also involves making the customer understand that food trucks are not the typical street food that India has to offer, and can provide restaurant quality, high grade food at affordable prices and a very informal setting

If we consider the number and range of aids available to truck owners regarding these certain and specific issues, this paper serves to address:

“ What are the optimal steps and initiatives to increase the integration of food trucks into India ?”

Methodology

Primary research was undertaken in the form of interviews and surveys. These were done primarily in the city of Pune, Maharashtra. While the limited sample space does affect the accuracy of the data when discussing food trucks around the whole of India, food trucks are currently prevalent only in major cities, such as Mumbai, Chennai, Hyderabad, Bangalore and Kolkata, due to which the nature of the findings over there is expected to be similar to that of Pune's. The primary research was targeted at current owners and former truck owners who left the business, for whatever reasons, so as to gain an experienced outsider's perspective, and work towards rectifying any mistakes they might have made, or difficulties they faced.

Secondary research was executed for the following

1. Theory of economics on Income Elasticity of Demand
2. Academic papers focusing on the how food truck sales is impacted by social media
3. Articles which state the condition of the food truck industry
4. Government literature on their plans and intentions for the industry related to food trucks

Research and Analysis

The advantages of food trucks over a traditional restaurants made of brick and mortar

Secondary data sources show the merits of establishing a food truck in today's market, as compared to a traditional restaurants made of brick and mortar. This makes food trucks a merit good (It means a good which is beneficial for the stakeholders in the market, namely consumers as well as business owners, but due to certain reasons is underprovided in the market).

This is because

⁵<https://yourstory.com/2013/02/so-you-want-to-start-a-restaurant-business-heres-what-itll-take/>

1. The restaurant market in India is an extremely challenging and competitive one. Despite an estimated growth to almost 500,000 crore by 2021⁶, intense competition, a constant involvement of restaurant owners, overregulation and the lack of well planned and spaced rental areas make the restaurant business extremely difficult to make a profit in.
<https://economictimes.indiatimes.com/industry/cons-products/food/restaurants-are-operating-in-an-increasingly-tough-environment/articleshow/53788412.cms>
2. Further research of secondary data shows that 60% of traditional restaurants face a failure within their first year⁷, and 80% of restaurants face failure within 5 years of their operations⁸. The reasons for this vary from unoriginal ideas, a lack of knowledge of competition and lack of effective promotion. This is in sharp contrast to food trucks, where there is a comparatively higher rate of survival, as only failure percentage is 25% in their first year and in case of five years it is 60%
<https://blog.kulturekonnnect.com/a-detailed-look-at-restaurant-vs-food-truck-start-up-costs>
3. However solid a restaurants business model may be, the location of the place plays a large factor in the revenues and sales of the restaurant. Rent in premium locations cost money, and contribute to the already high start-up costs. Food trucks do not suffer this as due to the ability of trucks to switch to different location, allowing them to experiment and find the ideal location for their product
4. Considering the cost of a truck, a food licence, fire department licence NOC, a liquor licence if the truck is serving alcohol and a local municipal licence, the average cost to start a food truck is about INR 10 lakhs. This is in sharp contrast to a restaurant, which not only has to spend on the following above, but has to incur additional costs in insurance, furniture, building expenses and rent, and seperate marketing and advertising costs, making the average cost to operate a restaurant in india about 25-40 lakhs in 2018⁹.
<https://www.franchiseindia.com/restaurant/Costs-in-Opening-New-Restaurant.6044>

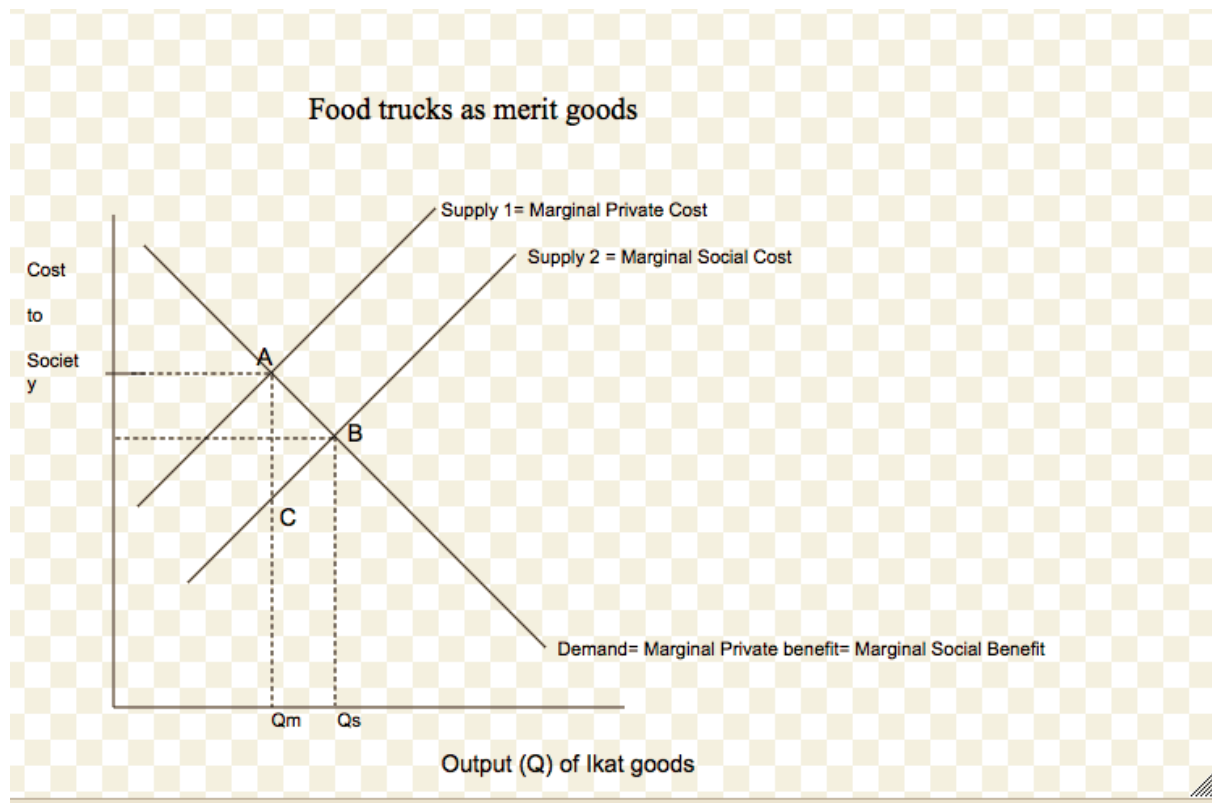
The marginal private factors that are preventing the faster establishment of food trucks can be quantified in terms of lack of consumer awareness causing lesser business for food trucks, and increasing costs in terms of adherence to outdated government and municipal bylaws, exceed the socially optimal levels of costs for the Food and beverage market. This results in a less number of food trucks to provide their product in the market, creating a market failure, or it leads to a reduction in the benefits received by society due to improper resource allocation, as shown in the below diagram.

⁶ <https://economictimes.indiatimes.com/industry/cons-products/food/restaurants-are-operating-in-an-increasingly-tough-environment/articleshow/53788412.cms>

⁷ <https://www.cnn.com/2016/01/20/heres-the-real-reason-why-most-restaurants-fail.html>

⁸ <https://blog.kulturekonnnect.com/a-detailed-look-at-restaurant-vs-food-truck-start-up-costs>

⁹ <https://www.franchiseindia.com/restaurant/Costs-in-Opening-New-Restaurant.6044>



Income Elasticity of Demand in the Food Truck Industry

The less than ideal growth of the food truck industry can in part be attributed in part by consumer actions and behaviour as the demand side part of the problem. Despite India being an economy which practices the mixed pattern (It means organization of economy in such a way which comprises of certain government interventions and also provides consent to supply and demand factors to affect prices and production) customer spending habits and preferences are an important factor to consider in the revenue streams of food trucks.

India has a tradition of street food that despite its popularity and timelessness has recently gotten a reputation of being unhealthy and unhygienic. This reputation, says Kedar, the owner of Burgertron, a food truck in Kondhwa, Pune has carried on to food trucks. “A lot of people have come asking me how my burgers are different from the ones they might get in mcdonalds or any of the other burger restaurants in this area. Our food is being identified as “Junk Food”, something we don't want associated with our truck, since we try to use the freshest and healthiest ingredients possible. I've had some customers create a scene when they saw the rates of our burgers because they thought they could get the same thing from the nearby KFC for half the price”.

In addition to this, analysis of the primary data gathered via interviews shows that elasticity of demand with regards to income plays a significant role in the sales of food trucks. Income elasticity of demand is the measure of how demand is affected by income. An income elasticity ratio that is lesser than one (<1) but being positive, implies the good is a necessity. A good with an income elasticity of greater than 1 (>1) implies the good is a luxury. The interviews showed that business for the food trucks soars and reaches its peak between the 1st and 13th of each month, usually immediately after the target demographic of food trucks receive their salaries. Business drops towards the end of the month, due to consumer placing a greater priority on necessary goods for running the household. What keeps the food trucks

running however is the fact that the definition of a necessity and luxury differs at different income levels. 45.8% of the food trucks target demographic, as shown later earn in the 45,000 to 60,000 INR range per month, and provide enough business for the whole month for a food truck to consider using a single location for an extended period of time. Income elasticity is important to be considered due to the fact that as average incomes increase, an elastic product (a product whose demand increases or decreases with the increase or decrease of the availability of income) such as food trucks could experience a growth in demand. Currently however, an improving of food trucks image seems like the best solution to further improve the rate of growth. The means to achieve this shall be expounded below.

Causes for the current scenario of food truck owners in the market

In an interview session with Mr Pramod Mahatekar, a former food truck owner who due to an inability to sustain the managing of a food truck opened a traditional restaurant cited consumer ignorance on the product that food trucks provide, and a lack of business knowledge and management know-how limiting the growth of the industry of food trucks. Young chefs talented in culinary arts do not consider the business skills required to run the food truck. “I treated the running of my food truck as a passion, he stated. I didn’t consider inventory costs, the impact of good promotion, and the importance of good location. I ran the food truck like a hobby, and not as a business”. According to him “talented young chefs are looking to go independent straight out of university, and establishing your food truck and being your own boss so early out of college is very appealing to them. Reality hits 6 months to a year later when the owners go into the nitty-gritty’s of accounting, managing, advertising and paying rent for good location. I was lucky to have the option of my family’s support to take time off to pursue an MBA and use my business knowledge to start fresh and open a restaurant”. As a result there exists a pool of talented chefs who feel discouraged due to them not understanding the elastic nature of their products, and lacking the business know-how to exploit this and make a profit in the industry”

Current solutions for truck owners

Demand side solutions	Supply side solutions
1) Educate consumers about the fact that food trucks are one par with any reputable restaurant, and more often that not have restaurant grade chefs behind the food 2) Government rectification of old bylaws designed with hand-carts in mind to allow food trucks to park and do business in preferred locations 3) Reduction of bureaucracy and needless paperwork to allow the easier establishment of food trucks as a stimulus to growth	1) Food truck owners take some time to understand and learn business and economics so as to begin treating the running of a food truck as a full-blown business rather than a passion or hobby 2) Private training to get chefs up-to date on the latest in food technology and implements 3) Education on better and more varied use of social media platforms and other viable methods of promotion rather than relying merely or greatly on word of mouth.

Considering the above-mentioned methods can be effective, in the short run of time, condition of truck owners has not improved. This concludes that the methods used currently are inadequate, and new measures and solutions must be implemented.

Data analysis of Primary Data

The current strategies of food truck owners as of now can be divided into 3 approaches

1. Utilisation of social media, predominantly Facebook to promote their food truck brand and products
2. Relying on word of mouth and positive publicity by satisfied customers on popular reviewing sites such as Zomato and TastyBites
3. Taking a more product oriented selling approach, wherein food truck owners play to their strengths of extensive culinary expertise and focus on improving the quality of the product, or dish they provide, hoping that taking care of the product will mean favorable reviews and hence increased business and revenue.

A change in socio-economic factors in the past decade or so in India has resulted in a change of trends for new culinary and hotel management school graduates. Instead of seeking to work under established brands and restaurants, they express a desire to establish their own business, and be their own boss. Priyanandan Reddy, the CEO of AIMS institutes says that “In the last two-three years, because of MasterChef culture, social media and increase in entrepreneurship, there is a big change in students. These students aspire to start their own food trucks, cafes or restaurants.”

Mr Pramod Mahatekar, a former food truck and now restaurants owner says that “In my graduating class of hospitality management, only 5 or 6 of my colleagues joined an established restaurant. Most of my classmates have started their own places”

Understandable enough, new graduates lack the capital required to establish their own business, despite the comparatively lower costs of food trucks compared to the average brick and mortar restaurant. The case study of the Pune food truck owner highlights the factors hindering a faster growth rate of food trucks. The factors given below stand out in particular. Most food truck owners usually take a bank loan to fund themselves. Some of them, due to less than favorable conditions have poor credit ratings, and are therefore forced to borrow money from less-than-reputable sources, and are subject to exorbitant rates of interest.

In this paper, one of the food truck owners interviewed of “Buddha’s food Palace”, his crew consists of himself and one other employee to cook and handle the modern equipment, one other employee to take orders and serve food during peak business hours and two other employees to clean up and help around the kitchen during the day. The employees stated that it is tough work handling delicate equipment, all the while being hassled by local police, auto-rickshaw drivers, and street peddlers and hawkers.

Most of said food truck owners have their own inventory supply and raw material channels, but depend on external financing to buy the truck and equipment

The following gives an idea about finance sources.

Details of Financing	Number
Self	9
Own truck, but depend on finance for equipment and employee wages	7
Finance by banks/other money sources	15
Total	31

Of the truck employees I spoke to, Sunil owns a food truck where he has taken a loan of 15 lakhs to finance his food truck dream project. He still still paying his debt to the bank, and

struggles to meet the interest rate of 11% per annum. This affect Sunil because he receives a fixed wage, which is being cut due to mounting costs. Due to a lack of other skills and reliance of banks and other moneylenders for machinery costs and operating costs, Sunil has no choice but to stay in this industry.

Sunil's situation is further worsened by the fact that he does not have advertising or marketing know-how to boost his food truck sales, resulting in a further loss of potential business.

As per discussion and mentioned above, the initial start-up loans in advance is what is hindering Sunil from leaving the industry and starting fresh. As the debt increases and accumulates over a time frame, if we even want to get out of this cycle it is a huge step. Alternative measures to this are however, are still unfound.

Certain interviewees were enthusiastic to start a new restaurant or business venture like Mr Mahatekar could, but their main issue was finance and repaying outstanding loans

The table below describes the various sources of finance available

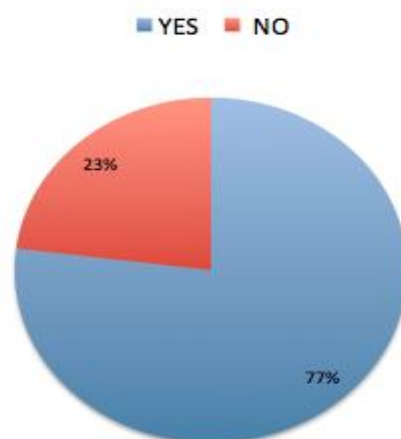
Capital	Number of owners who have opted
Self	4
Bank	11
Moneylender	17
Government assistance	0
Total	32

Two interviewees mentioned above did not want to take any more loans, considering the further debt which will be incurred.

Data analysis of the data collected through the questionnaire

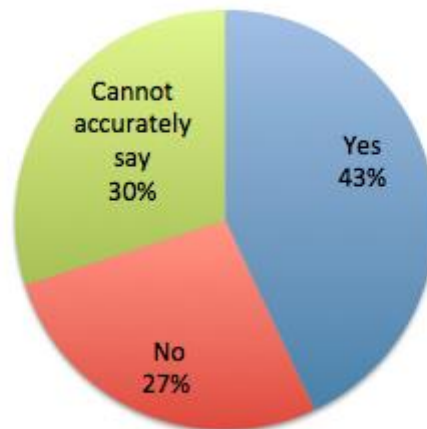
To study the current scenario of truck owners, a survey was conducted out. It investigates to find out what is believed is to be an optimal revenue booster for them, their current financial situation and the effectiveness of their current promotion policies.

People aged 25 and below who started their own venture



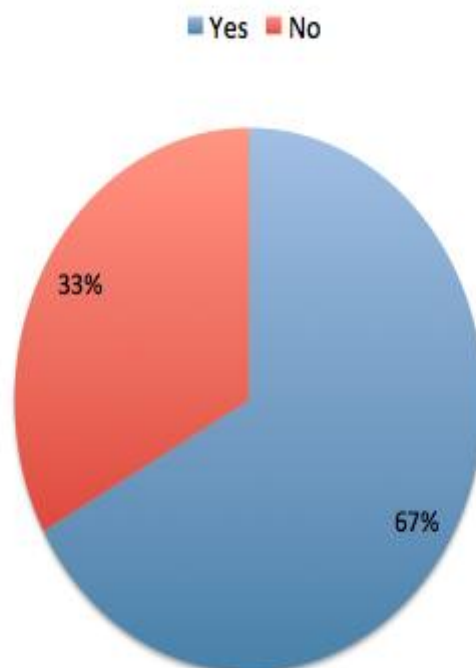
My interviews with food truck owners and employees revealed that most of them are quite young, in the 25-32 age bracket, and own their own enterprise.

The effectiveness of using Social Media to boost sales and revenue



As stated above, Facebook is the predominant form of promotion used by food truck owners. Promotion and marketing does not rank high on their priorities, as a lot of food truck owners have opted to use a product oriented strategy and focus more on bettering and improving the food they sell.

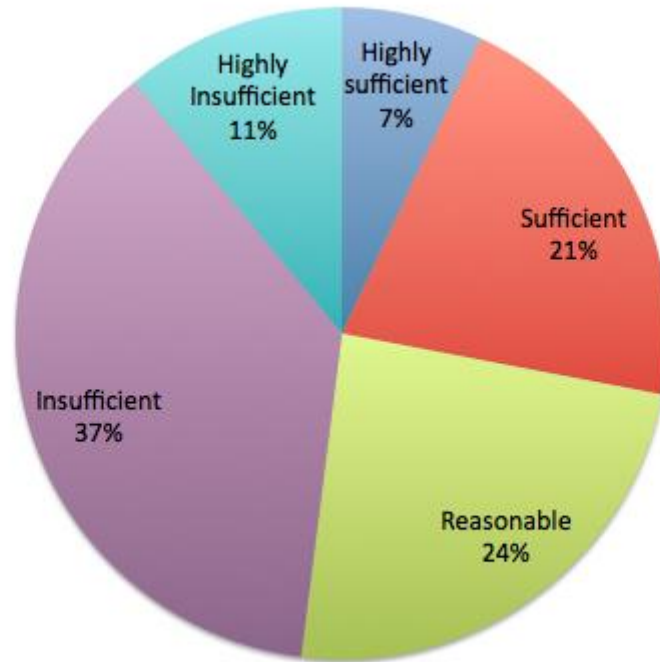
Are you considering any further education in the next 3-5 years



A lot of the food truck owners I interviewed were coming to recognise the need of some kind of further education, such as an MBA to help with the running of their business, and

expressed their desire to pursue one. The ones unwilling to do so were mostly out of financial obligations, and a desire to pay off their existing loans before incurring further expenses

Do you feel that your current promotion and sales strategies are sufficient to sustain business for the near future ?



With reference to their initiatives as a whole, the opinions are given by truck owners on their current methods and strategies

How social media impacts sales in food trucks

Social media is one of the most popular use of the Internet today and has started becoming a tool used by organizations to interact and take feedback from their customers. One magazine stated “Smart businesses know that social media is a power to be reckoned with, as it creates a direct line of communication between your company and consumers and allows anyone with an internet connection instant access to the latest buzz around your products or services. Not to mention, it can help you to generate revenue, while building your brand presence.”¹⁰

Social media can be considered as a very attractive avenue for business organizations due to the potential in the creation and usage of networks, but is even more desirable for Food truck entrepreneurs due to the low cost of usage. Sites like Facebook and Twitter can be used by food trucks to broadcast their location, announce new dishes and recipes, and allow customers to avail of discount codes. Primary research was conducted on “Soul Food” truck, “Burgertron” truck, “Henny’s Gourmet” and “Buddha’s Food Palace” in Pune, Maharashtra. With regards to the interviews which were conducted by me, it has been observed that only half of them had Facebook pages, and their own websites. Every truck except Soul Food is on twitter, and on average sends about 1.32 tweets a day.

The following table shows the mean extent of marketing within these 4 trucks

¹⁰ Stephanie Castillo, “14 Tools Every Entrepreneur Needs for Managing Social Media,” Entrepreneur, February 28, 2014, <http://www.entrepreneur.com/article/231851>.

Variable	Mean
Has created a Facebook Page	0.54
Number of “likes” on Page	987
Has own brand website	0.11
Number of followers on twitter	1301
Number of Tweets per day received	1.32
Number of reviews received (Zomato.com)	4.3
Stars for reviews	3.85

A study conducted by the policy institute came to the conclusion that food trucks are more likely to get an advantage in business those who send a minimum of two tweets per day on the page. Sending more than two tweets however, did not lead to any positive results.¹¹ The study further stated that trucks get an advantage in business if they have their own page of facebook and a brand website compared to others who do not have the same. However, a conclusion that must not be drawn is that food truck owners without a website or social media presence are in any way less competent businessmen. It cannot be argued though, that social media considered as a tool for promotion is underutilized by owners of food trucks in India. The issue of social media though, leads to a more important factor to consider in this industry, customer perception. As stated above, the customer perception of food trucks is less than favorable, which could be explained in equal parts neglect of marketing in favor of product focus and development, and less than optimal social media presence of food trucks. A few of my colleagues, upon me asking them replied that the food truck phenomenon was as prevalent in their cities of residence like Bangalore, Hyderabad and Mumbai as it is in Pune. The cuisine that is served by these food trucks is heavily biased towards the ethnicities of the customer market, namely IT professionals or young white collar employees.

The feedback I got from my colleagues prompted me to conduct a survey of my own based on nearby food trucks, regarding the age of the target consumers, their method of payment, and identifying the key demographic of customers that food truck owners could focus their promotion strategies on this select demographic.

The survey and analysis of that data I collected showed that of the customers who frequented the selected food truck 69.1% were male customers and 30.9% were female customers. 57% of the customers were in the 17 to 23 year old age bracket followed by the 31 to 40 age bracket at 33%. On average, the food truck customers were college students or graduates, who being more up-to-date in recent trends were free of the bias that the more older demographic had of food trucks.

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Variables	Characteristic	Frequency	Percentage
1) Gender	Male	77	69.1
	Female	33	30.9
	Total	110	100
Age	Below 18	5	0.045
	18-23	63	57
	24-30	6	0.054
	31-45	36	33
	More than 45 years	0	0
	Total	110	100

This analysis was further supported by a review of the methods of payment and education level of the customers

Education	Below 10th class	0	0%
	High School	81	73.6%
	Graduation	28	25.4 %
	Post-Graduation	1	0.09%
	Total	110	100
Occupation	Private Job	25	22.7%
	Public Job	6	5.4%
	Student	76	69%
	Daily Labor	3	2.7%
	Total	110	100

Table 2: Occupation break up of food truck customer

Analysing the levels of Income and methods of payment further supports the fact that students, and younger generations of customers are drawn to food trucks. Unfortunately however, they also constitute the lowest income bracket of the demographic food truck owners cater to. Social media sites, movies and other forms of communication have allowed these customers to realise that food trucks are more than glorified street food and are a viable option of having a good meal at a price cheaper than your traditional restaurant.

Monthly Income	Cash	PayTM	Online transfer	Credit Card	Debit Card	Total
Below 15000	22	31	0	0	0	53
15000-30000	6	9	0	0	12	27
30000-45000	4	3	6	0	5	18
45000-60000	2	2	5	0	3	12
Above 60000	0	0	0	0	0	0
Total	34	45	11	0	20	110

Table 3

Source: Primary Data

My findings therefore show a correlation between The impact of social media and the resultant effect it has on the spending patterns of demographics that heavily use social media. My findings discovered that very few to no-one earning in the 60,000 and above income bracket goes to food trucks, showing that they have a bias to what they consider classier establishments such as restaurants.

The main focus of discussion in the optimisation of the enhancement of the industry of food truck is the impact of promotion and increase in management skills to run a food truck. While the idea of focusing on the product was discussed, my findings revealed that most food truck owners have already adopted this method of selling, which is yielding sub-optimal results.

Besides a good quality product it is also advised that food truck owners be responsive to local flavors, preferences and tastes, and adapt their dishes to be more in-line with the above.

Former food truck owners and colleagues of mine came up with the following solutions

1. Appeals to the government to wave off certain loans taken by food truck owners so as to allow them to increase the skills necessary to increase revenue and increase the percentage of food trucks in the food and beverage industry
2. Making bylaws and rules more up-to date so as to accommodate food trucks, and allow growth in the industry by decreasing the amount of paperwork and regulations required to establish a food truck

Trainings

Types of training were discussed as follows:

1. Training to develop business management for setting up of the price (it is found that food goods prices are set differently from one another), accounting, etc. It is also

advised to facilitate an exchange weavers program within the regencies in Nalagonda in the hope that weavers could learn from one another.

2. Training on the operation and use of latest equipment and appliances used in food trucks
3. Training in information technology to allow food truck owners to have their own websites, and increase sales from certain target demographics.

Below are the opinions on policies which are suggested by interviewees

Policy	Mr Pramod Mahatekar (Restaurant Owner)	Mr Kedar (Food truck owner)	Mr Sunil (Food truck owner)
Further education to increase skill set	Feasible	Feasible	Not Feasible
Training in computer and IT skills	Feasible	Feasible	Feasible
Government Waiving of loans	Not Feasible	Not Feasible	Not Feasible
Appeal to government regarding reduction of regulations	Feasible	Feasible	Not Feasible

The policies of training suggested have been highly well received, all of the above believing it to be a necessity before beginning an enterprise such as a food truck. The food truck owners were not optimistic of appealing to the government to reduce regulations and policies, but Mr Mahatekar was optimistic about the success of it working. Further education in business or marketing was recognised, but was considered difficult to see through due to financial restrictions on truck owners, Appealing to the government for waiving loans was unanimously rejected, despite academic colleagues being confident of its success.

Conclusion

If we consider all the interviews which were conducted and all primary data and secondary data, we conclude that the current methods adopted by the government are ineffective. External sources of help, and self improvement of skills are seen as the most viable initiatives for food truck owners in India.

The secondary data revealed that Food trucks are underprovided in the market, despite its positive and growing impact on the Food and Beverage industry, and that a reason for this was the income elastic nature of food truck products. Secondary data determines that the failure of the producer was apparent, and there is a need for truck owners to take better initiatives.

Limitation

There were certain limitations which existed during the time frame when the primary data was being collected from the weavers which prevented from getting a perfect accurate result from the survey. We could have considered a bigger sample space compared to the current sample space which we considered of 120 customers and truck owners. A large sample space could not have been considered as most food trucks change their location every day and are

located quite far away from residential areas due to parking and zoning limitation, as it makes collection of data unfeasible even considering frequent.

In addition, the translation of certain complex economic terminologies to more simpler, understandable terms was one of the biggest barrier for getting the most accurate and perfect data. Furthermore a lot of truck owners were unwilling to be forthcoming with the limitations of their business models and hence the accuracy of the data is compromised to a certain minor extent.

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