

## **TITLE: INNOVATIVE IDEA – SWAEROS STALL**

Food Stall business is a great opportunity for entrepreneur whose passion is serving food. A food stall should be properly equipped to cook and sell food. It is beneficial in many ways like there is no need of buying costly spaces for opening a restaurant, all you need is a full-fledged licenses and your passion for catering food in the city. A food stall is best parked in crowded locations such as parks, schools, colleges, offices, pilgrim centres etc. The food stall does not come cheap. As a matter of fact, one must have a good amount of money as starting capital to purchase one. Finally, you must know how much you are willing to spend on a food stall your budget will determine what type sizes and designs. If you have large budget, you can purchase a large type truck. But if you are on a strict budget, a small or medium sized food stall will do, especially if you are starting out in the business.

### **OBJECTIVES: -**

1. To Encourage students to think creatively and foster an innovative mindset.
2. It helps in finding new solutions to problems and thinking outside the box. It creates opportunities, ensures social justice, instills confidence, and stimulates the economy
3. It helps students to understand the concept of calculated risk-taking and the ability to bounce back from failures.
4. It develops an understanding of market trends and customer needs among students.

### **CONTEXT: -**

Installation of Food Stall at Keslapur, Nagoba Jathara

- Nagoba Jathara is a Hindu tribal festival held in Keslapur village, Indravelly Mandal, Adilabad District Telangana State. It is the second biggest tribal carnival and celebrated by Mesram clan of Gond tribes for 10 days. With the help of this Entrepreneur cell, a few students have put up a SWAEROES stall in Keslapur. One of our faculty named K. Anusha DL in Commerce has contributed 35000 for investment purpose. They have prepared various food items like Kichidi, Mirchi Bajji, Punugulu, jalebi, Roasted Corn and Tea. Students has runned the stall for 10 days and earned 7000 Rs as profit. They have utilised those earnings for CUCET Applications.

- The students are also encouraged to interact with the local businesses as to learn the market strategies, trends, and organisation skills, etc.



Entrepreneurship cells provide access to resources such as incubation centers, co-working spaces, funding sources, and mentor-ship programs. These resources help entrepreneurs to develop their ideas and turn them into successful businesses

## **Benefits of Running a Food stall**

### **1) Food stall Required Low Initial Investment**

A food stall is considered to be high-profit food business idea, mainly because it involves as much lower investment as against a sit-down restaurant. This alone is a competitive advantages of running a food stall instead of a regular restaurant as money you save in setting up can be used for other operations like marketing or menu engineering.

## **2) Food stall Involve Relatively Low Operation Cost**

Owning a restaurant require you to invest in expensive utilities, hire a wide range of staff including cooks, cashier , servers, kitchen, managers, cleaners etc and pay monthly rentals if the property is on rent .

3) Food stall Attract More Consumers With better quality food (as compared to the street vendors ) at a marginally lesser. Food stall have become the latest food among the customers as well

## **4) Food stall Can Experience With Location**

Restaurant rise and die with their location. Fortunately, food stall are immune to these problems, they are mobile, and you can choose the location of your food stall as per your choice. If your truck services do not seems to work well at a particular location you can move to some other location and see if your business model is capable of thriving there.

## **5) Food stall Allow You To Build ( Or Expand ) a business**

With amobile food van, you can build your brand at smaller level before expand into something more significant, such as a sit-down restaurant or possibly franchising your truck. A food stall allows you to have a better control and more flexibility of Running a Food Stall

## **CONCLUSION: -**

Entrepreneurship education aids students from all socioeconomic backgrounds to think outside the box and nurture unconventional talents and skills. Every successful entrepreneur that you encounter or read about likely started with an image or idea related to something he or she felt passionate about creating. This occurs even when the person has no idea how (or if) what they desire to accomplish or create will become a reality. An entrepreneur's vision is the start of a roadmap that will determine where he or she wants to go with their entrepreneurial efforts. Vision speaks to what the entrepreneur wants the business to look like in the future—perhaps five or ten years out. Unfortunately, many potential entrepreneurs have dreams and ideas but never develop a concrete vision.

# Inauguration of Stall at Keslapur Nagoba Jathara

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## Applying Henry Fayol's 14 Principles for Stall Management



## F.W Taylors Scientific Management

