

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

Business Management HL Internal Assessment

TOPIC – EXPANSION STRATEGY OF RIDHI SIDHI

Research Question: - Should Ridhi Sidhi Restaurant and Caterers use expansion strategies to increase its profits?



Intended Audience: - To the owner of Ridhi Sidhi Restaurants and Caterers -
Manish Manchanda

Session - May 2021

Research Proposal Word Count – 492 Words

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AUTHENTICATION LETTER

To whom so ever it may concern

This is to certify that the project and the data collected and analysed is classified and should only be used for academic purposes by **Rehaan Chibber** for his Business Management Internal Assessment against the **NDA (non-disclosure agreement)** signed by the same. Please feel free to contact if needed during regular business hours.

For Ridhi Sidhi Eats Pvt. Ltd.



Director



a unit of **Ridhi Sidhi Eats Pvt. Ltd.**
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Research Proposal

Research Question:- Should Ridhi Sidhi Restaurant and Caterers use expansion strategies to increase its profits?

Rationale: - Ridhi Sidhi is an old restaurant in Bhimnagar, which serves pure vegetarian dishes. The restaurant has been part of family festivities for over 2 decades. It's been the go-to place for big or small celebrations. This is the reason for me choosing this place for the research. Although it has steadily increased its business, its revenue is a tad bit less as compared to its competitors.¹ Due to the competitive nature of the restaurant business opportunities to increase profits are less.² Hence, Ridhi Sidhi plans to use expansion strategies in the form of institutional catering. So, the research question **“Should Ridhi Sidhi Restaurant and Caterers use expansion strategies to increase profits?”** arises.

Theoretical Framework:

Chapter	Name of the Tool	How is it helpful?
1.3 Organizational Objectives	SWOT Analysis	Helps in analyzing the internal strengths and weaknesses of the organization, and the threats and opportunities of the market that will affect this project, and also helps to evaluate whether this project will be beneficial or not.

¹ Refer to Appendix 1

² Nusra Deputy Features Editor, et al. “Issues and Challenges by Restaurant Industry.” *Indian Retailer*, www.restaurantindia.in/article/Issues-and-Challenges-by-Restaurant-Industry.6121.

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1.7 Organizational Planning Tools	Decision Trees	With Ridhi Sidhi looking at institutional catering, this tool would help in estimating potential costs and revenues from both decisions, which will help in concluding whether they should go for institutional catering.
1.7 Organizational Planning Tools	Lewin's Force Field Analysis	Helps in quickly and easily identifying and weighing all the forces for and against this project in a quantitative manner to ensure better decision-making.
3.5 Profitability and Liquidity Ratios	Profitability Ratios	Will help in predicting the future profitability position of the business and help in identifying ways to reduce direct and indirect costs to increase Gross and Net Profit Margins

Methodology:

Primary sources in the research are interviews and online questionnaires. The owner Mr. Manish will be interviewed around the research question, about the trends in the number of customers visiting the restaurant and lastly on current market situation including competition. Institutional inputs on food preferences will be taken through online questionnaires.

Secondary sources include IB business Management Textbook, websites, and financial statements. Business Management Textbook will help in referring to business terms and using decision-making tools. Relevant websites will be used to gather data around competitors, food preferences & demography of the area in the vicinity of the restaurant. Financial data taken from Mr. Manish will be used to model future revenue to predict project viability.

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Anticipated Difficulties and Solutions:

Anticipated Difficulties	Possible Solutions
Not enough respondents.	Forward questionnaire on social media applications.
Can't determine setup costs of new equipment and staff (if needed).	Use previous data to estimate costs.
The reluctance of the owner in sharing financial data	Assure confidentiality of financial data to the owner
Vague questions being asked in the questionnaires and interviews.	Discuss, filter, and refine questions using the teacher's help
Use of incorrect business tools	Refer to the business management textbook for guidance.

Plan of Action:



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Manish Manchanda

Session - May 2021

Executive Summary Word Count – 187 Words

Written Report Word Count – 1996 Words

Acknowledgement: -

I would like to thank the director and proprietor of the firm, Mr. Manish Manchanda for his invaluable assistance and full support regarding this research. I am thankful to the managers who filled out the online questionnaires by taking time out from their busy schedules. My business management teacher has been very helpful and supportive throughout my Business Management Internal Assessment for which I would like to thank her.

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Executive Summary:-

The question “**Should Ridhi Sidhi Restaurant expansion strategies to increase profits?**” evolved post Mr. Manish’s concern on revenue’s reaching stagnation and his desire to look at means to increase profits.³

Primary research included online Survey and personal interview with Owner of restaurant. Secondary research included financials of restaurant, Business Textbook and websites. Tools used were SWOT, Decision Trees, Force Field Analysis (FFA) & Profitability Ratios.

The results from the finding are - Online Survey suggested respondents opting for catering, lending credence to the research question of Ridhi Sidhi using expansion strategies.⁴ Investment costs were discussed with Mr.Manish.⁵ However, the data from primary research may not always be reliable as consumers may not give honest answers, and with 10 respondents the sample size is low. Decision Trees are a theoretical tool and don’t take into account external factors. Whereas SWOT analysis is static and simple tool hence a detailed account of internal and external factors cannot be produced. It plays a limited role in the restaurant industry. Reliability of Force-field analysis may be low as importance given to the driving and restraining forces may be biased.

(187 words)

³ Refer to Appendix 1

⁴ Refer to Appendix 4

⁵ Refer to Appendix 1

Introduction:-

Ridhi Sidhi is a pure vegetarian restaurant in the form of a partnership founded by Manish and Sachin Manchanda in 1998 in Bhimnagar, Gurgaon. Now the restaurant intends to expand by leveraging on its brand to increase stagnating profits. Gurgaon is a major commercial destination in North India today and has seen setting up of good educational and commercial set-ups of late.⁶⁷

With changing demographics corporates & schools are wanting catering of meals done which is new business opportunity for setups like Ridhi Sidhi. This business model has benefits like fixed tenure, menus, costs, and a steady stream of income. Having experience in catering it can without minimum incremental cost leverage on this opportunity, thus increasing their profits and build a bigger brand.⁸ From this, arises the research question **“Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?”**

The key areas of syllabus which will help in the analysis and evaluation of the project are - SWOT Analysis, Forcefield Analysis, Decision Trees, Gross and Net-Profit Margins, Product and Promotion from the Marketing Mix, Market Research, and E-Commerce. The benefits of these tools are that they help make informed decisions which are backed by facts & figures. Such tools show the interlinkage of various data in decision-making. These management tools also support stakeholders with calculated monetary risks which are backed by data to support rate of return on investments. However, one should ensure that other aspects like experience, quality of data, change in market environment are also considered in decision making.

⁶ Refer to Appendix 1

⁷ Admin. “Why Gurgaon Is The Most Sought-After Property Investment Destination?” *Blog - Residential & Commercial Property In Gurgaon*, 30 June 2014, www.vatikacollections.com/blog/why-gurgaon-is-the-most-sought-after-property-investment-destination/.

⁸ Refer to Appendix 1

Method Employed:-

Stratified sampling was used for analysis. An interview was conducted, and Mr. Manish's views were sought on the project.⁹ A 11 questions survey was administered to 10 managers to gain insight into employees' food preferences. Questions were open-ended, with space for comments. Managers were spoken with before the survey to reduce anomalies in the survey results. Things like the price of service, preferred cuisine, time of the day, area demographics were covered in the survey. This has helped with the financial analysis.

Secondary sources like Textbook by Paul Hoang were used as secondary source for reference of concepts and tools, websites of restaurant menu referred, the financial data provided by Mr. Manish was used to predict cash flow and in turn the payback period.

Data was used as follows:

Mapping of business environment through Strength, Weakness, Opportunity & Threats has given a holistic outlook. Decision Trees helped in deciding which collaboration (either corporates or schools) would be most profitable. Key driving forces for and against this change were highlighting with the help of FFA¹⁰, which helped in final decision making. Lastly, financial analysis was done to estimate how the restaurant can improve profitability.

⁹ Refer to Appendix 1

¹⁰ FFA – Force Field Analysis

Main Results and Findings¹¹:-

The interview with owner helped gain insights about the restaurant in terms of its core competencies and finance. Interview with the owner illustrated the type of experience Ridhi Sidhi has with catering personal parties and that expansion would not be a challenge.¹² Also got an insight about the competition, why are profits stagnating, capital that can be deployed for growth, vulnerabilities etc. The survey suggested that Ridhi Sidhi would have to be cost-effective and as it has the core skills and team on site this is an area of advantage.

Are you a corporate or a school?

10 responses

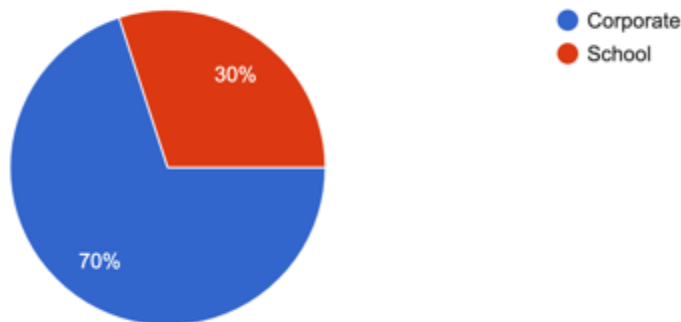


Figure 1

The above figure reveals that 70% of the market is of corporates.

¹¹ Refer to Appendix 4

¹² Refer to Appendix 1

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

Approximately how many number of employees are there in your corporation?

10 responses

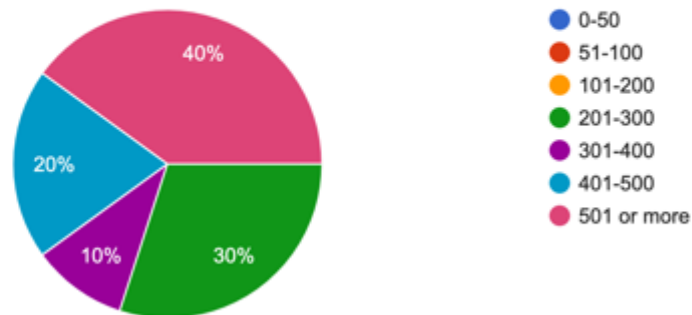


Figure 2

The above pie chart reveals that up to 60% of respondents have 400+ employees which is a big market opportunity.

How much can you spend on buffet per employee? (INR)

10 responses

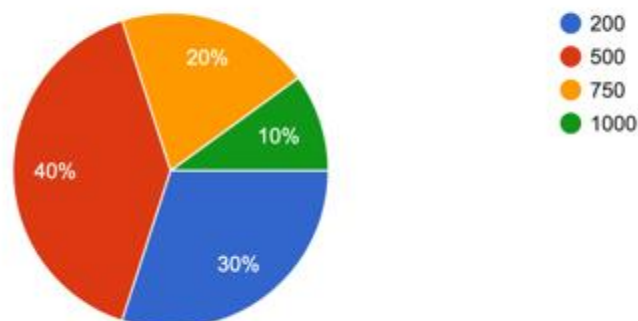


Figure 3

The above pie charts illustrate that 70% of the respondents are not averse to spending up to an average of 500/- per meal for their employees. The profit margin thus predicted is huge.

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

What cuisine is preferred by your employees?

10 responses

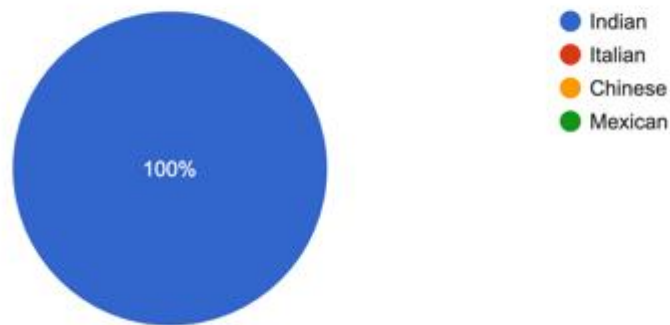


Figure 4

The above figure shows that all respondents prefer Indian cuisine which Ridhi Sidhi specializes in. This again is good for the restaurant as it need not invest big time for this business opportunity.

Are you currently in tie up with any other restaurant?

10 responses

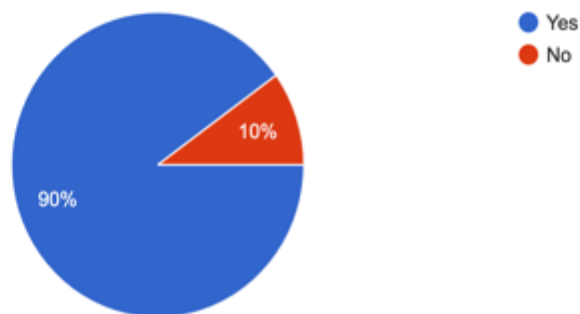


Figure 5

Figure.5 shows that 10 % respondents intend to get into catering and have no contract currently. Ridhi Sidhi can have a 1st mover advantage here. For the rest it will be about the right balance between quality and price.

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How many number of meals are required per day?
10 responses

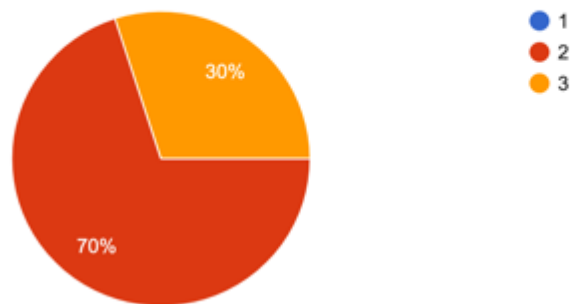


Figure 6

Figure.6 shows that 30% of the respondents require meals thrice a day, which will increase operational and staffing costs for Ridhi Sidhi, therefore, to be profitable it will have to find ways to reduce other expenses.

How many number of days is food needed?
10 responses

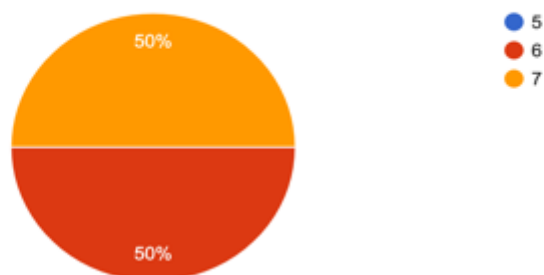


Figure 7

Corporate catering will be a 24X7 and 365 days proposition as per Figure.7. Thus, if planned well Ridhi Sidhi can turn this into a highly profitable proposition.

Analysis and Discussion:-

Qualitative Analysis:

This included SWOT analysis and Force Field Analysis to aid decision making.

SWOT Analysis:

To aid in deciding the worth of implementing this project SWOT Analysis was conducted.¹³ SWOT analysis included the organization's strengths and weaknesses and the opportunities and threats of the market that may affect this decision which were included in the figure below.

¹³ Grant, Mitchell. "How SWOT (Strength, Weakness, Opportunity, and Threat) Analysis Works." *Investopedia*, Investopedia, 28 Aug. 2020, www.investopedia.com/terms/s/swot.asp.

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Figure 8 - SWOT Analysis

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Strengths:

Ridhi Sidhi is an established restaurant, with tried and tested supply chain. As such any increase in raw material demand can be met easily. The business has built a good brand by word of mouth alone over the years.¹⁴ However, to get aggressive and garner market share it has to fine tune its marketing. This will help it get into new institutional customers and also outshine competition.

Weaknesses:

Ridhi Sidhi has not experimented with its time-tested Menu. Thus, limiting the options of tingling the taste buds of its patrons. It will need to redo its menu and come up with more healthy options if it's to stand a chance with corporate customers and students who are quite health freaks. For this it will need to train its existing chefs and constantly reinvent the menu. Once this is done it will need to learn nuances of social media advertising and market itself extensively.¹⁵

Opportunities:

An opportunity for Ridhi Sidhi is the favourable demographic changes in Ridhi Sidhi's vicinity, this will make Ridhi Sidhi's decision a highly profitable one. Furthermore, there is also a lack of cutthroat competition in the catering market in Bhimnagar, which is an opportunity that Ridhi Sidhi can exploit through high quality services and attractive prices.

Threats:

Technology has been a business disruptor. It's a matter of time that we have food service aggregators like Zomato who tie up with Corporates and are able to provide catering services with levy of a service charge. Ridhi Sidhi will need to keep tabs on such disruptors. Apart from this the usual threat of competitors trying to penetrate the customer base is always to be on their radar.

¹⁴ Refer to Appendix 1

¹⁵ 7, Macy Storm on May. "Importance of Digital Marketing: 6 Compelling Reasons." *WebFX Blog*, 8 Oct. 2020, www.webfx.com/blog/marketing/importance-of-digital-marketing/#:~:text=The%20importance%20of%20digital%20marketing%20is%20that%20you%20can%20easily,adapt%20and%20drive%20better%20results.

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SWOT analysis was not able to provide clarity in identifying and deciding between options, hence strategic choice analysis in the form of Force Field was conducted.

Force-Field Analysis¹⁶:

Force-Field Analysis - a quantitative planning tool and will help in identifying the forces for and against the proposed change in a weighted order which will help in a more quantifiable and objective analysis.

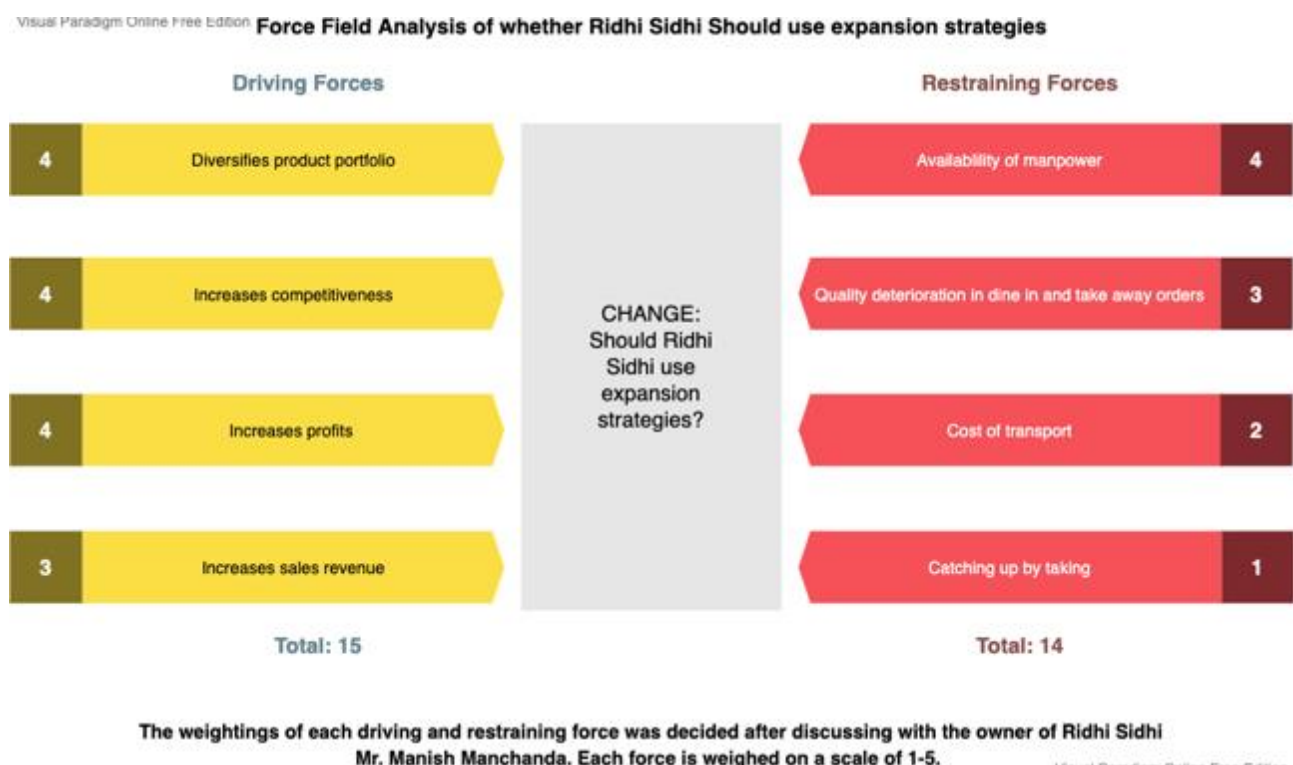


Figure.9 - Force Field Analysis

This analysis was done with the owner of the restaurant. The FFA in Figure 9 was used to examine if expansion strategy is required. The driving forces have a marginally higher weightage of 1 as compared to restraining forces. However, such a marginal difference is not helpful in decision making. We need to look at avenues to increase driving forces else the decision of expansion will not be viable.

¹⁶ "Force Field Analysis: Analyzing The Pressures For And Against Change". *Mindtools.Com*, https://www.mindtools.com/pages/article/newTED_06.htm.

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Strategies that can be implemented to reduce restraining forces are improving product quality, reduce wastage and better train staff.

As the Logical approach of decision making was missing in Force Field Analysis, Decision Tree has been used to analyze the economic returns of this decision.

Quantitative Analysis:

Decision Tree¹⁷:

Decision trees are a quantitative organizational planning tool that help in systematically visualizing the probable outcomes of the options being considered. Here this tool helped in quantifying between corporate & school options to reach a specific conclusion.

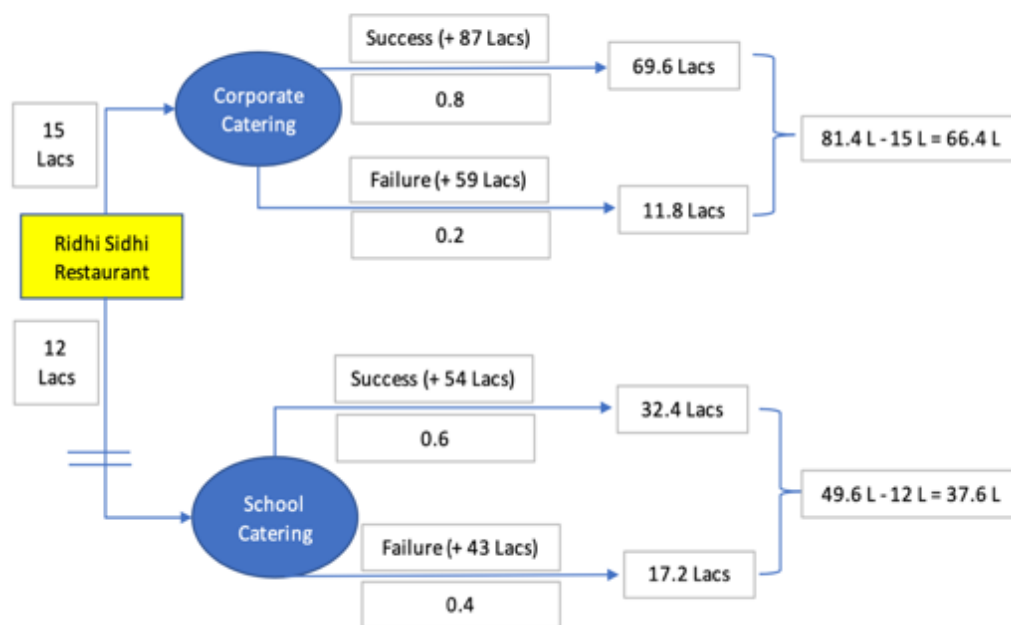


Figure 10 - Decision Trees

¹⁷ Hoang, P. (2014). Business Management. Victoria, Australia: IBID Press.

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Figure 10 clearly shows why Ridhi Sidhi should opt for corporate catering as compared to catering in schools because of a higher probability of success and higher revenue.

Decision Tree helped in deciding between the two segments, however, was unable to pinpoint the impact on sales revenue and gross and net profit margins in medium and long term. Hence a financial analysis was conducted.

Financial Analysis:

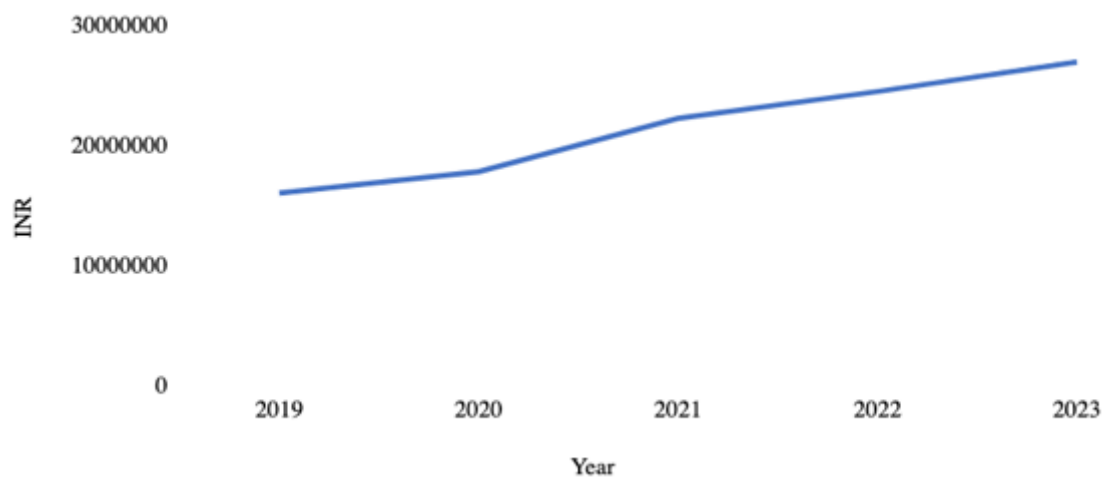


Figure 11 - Sales Revenues¹⁸

Figure 11 shows Year on Year projected increase in sales revenue by 25% if expansion is done. This figure shows there is a steady increase in the sales revenue of the restaurant. In order to further increase its revenue by 100% by the year 2023, the restaurant can do the following things– insert a minimum business guarantee clause contracts, which will ensure minimum revenue regularly. It can move to digital marketing to reach out to prospective customers.

¹⁸ Refer to Appendix 2

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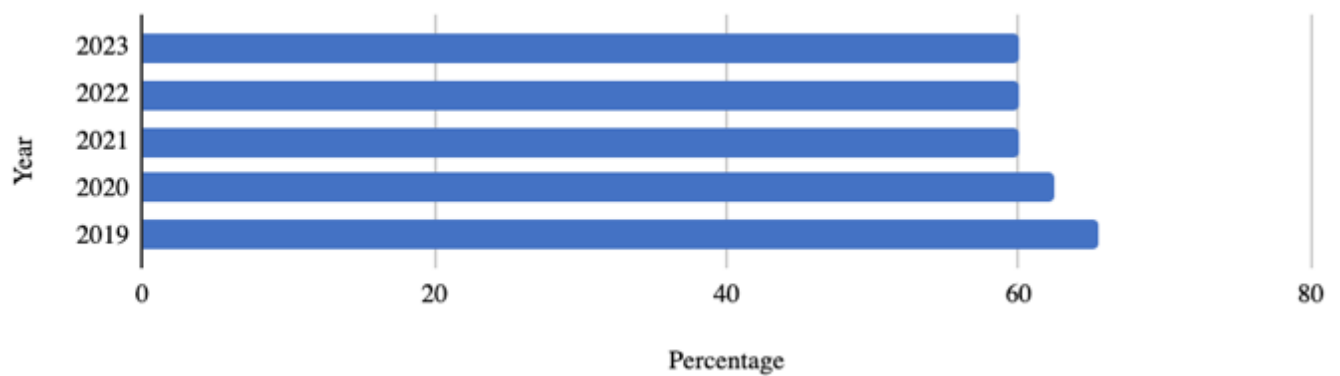


Figure 12 - Gross Profit Margins¹⁹

Figure 12 shows that there is a marginal decline from 65.3% to 59.9% in the gross profit margins of Ridhi Sidhi in 2021. This decline stems gradually as the initial cost of investment in putting in additional capacities impacts initially and over a period of time the costs start delivering on expected returns.

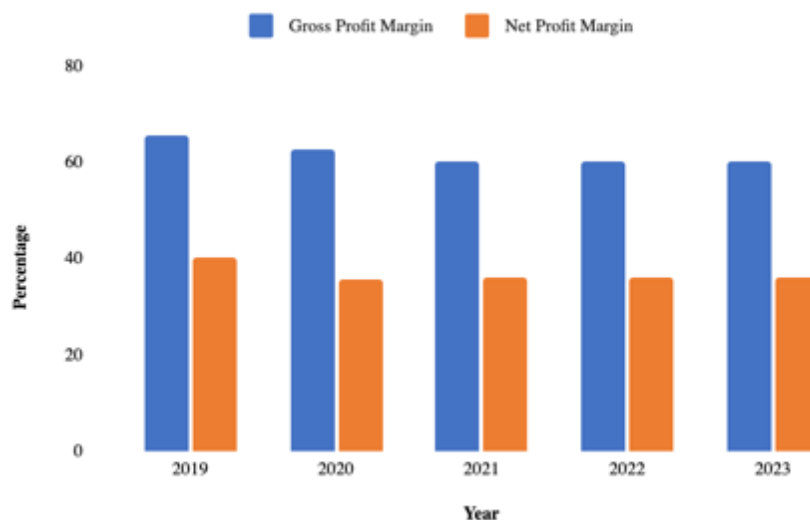


Figure 13 - Gross & Net Profit Margins²⁰

Figure 13 shows that there is a significant difference between the gross and net profit margins of Ridhi Sidhi. This is a result of high indirect costs and expenses that makes it difficult for Ridhi Sidhi to capitalise from its rising sales revenue. It needs to leverage economies of scale to reduce costs by contracting with manufacturers / producers directly. This can reduce costs by up to 30%.

¹⁹ Refer to Appendix 2

²⁰ Refer to Appendix 2

Conclusion:-

The tools used have been supportive in answering the research question **“Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?”**

Where SWOT helped in identifying strengths of being an old established brand it also helped in analysing the threats of the evolving business environment. Thus, keeping the planning practical. Force field has shown how driving force is higher than restraining force by 1 point and thus giving confidence to the owner to go ahead with expansion strategy. Similarly, Decision tree has answered critical question of whether to go with School or corporate catering by showing that latter is 50% more profitable at 66.4 lacs.

With 10% of respondents wanting office catering, willing to spend between 500 – 1000 per employee per month, having 400 captive employees on an average, wanting 3 meals for 6 days a week at the minimum and most importantly wanting Indian vegetarian meals spell a bounty for a setup like Ridhi Sidhi as it can play to its strengths and garner the market share and in turn record 25% plus additional revenue between 2020 to 2023 year on year basis financial analysis done.

There lies a huge business potential provided Ridhi Sidhi moves fast on the expansion decision and keeps tabs on its costs, competition & evolving technology which can act as a business disruptor.

Recommendations:-

It is recommended that Ridhi Sidhi should:

Consider using expansion strategies through institutional catering. They should promote their extension strategies to inform corporates and schools. The primary concern for the restaurant of using expansion strategies will be the increased competition, which, was also a highly ranked factor in the FFA that was conducted. Ridhi Sidhi should also carry out Porters 5 Forces Analysis²¹ in the near future to gain a more know-how of the opportunities and threats from various important stakeholders.

Limitations:-

Primary & secondary data sources have limitations in terms of accuracy. This is so as respondent inputs for online surveys are impacted by their understanding of the question & their mood, data of Profit margins are estimates and can vary post implementation, assumption of market share is also an assumption, in SWOT the sample size is small and not supportive of concrete decisions. Force field analysis do not cover entire gamut of factors & business being dynamic, decision tree-based model has less practical adaptability.

²¹ "The Five Forces - Institute For Strategy And Competitiveness - Harvard Business School". *Isc.Hbs.Edu*, 2020, <https://www.isc.hbs.edu/strategy/business-strategy/Pages/the-five-forces.aspx>.

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7, Macy Storm on May. "Importance of Digital Marketing: 6 Compelling Reasons." WebFX Blog, 8 Oct. 2020, www.webfx.com/blog/marketing/importance-of-digital-marketing/#:~:text=The%20importance%20of%20digital%20marketing%20is%20that%20you%20can%20easily,adapt%20and%20drive%20better%20results.

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Appendices

Appendix 1 - Interview with founder of Ridhi Sidhi Restaurant and Caterers

Mr. Manish Manchanda

From: Manish Manchanda <ridhisidhi.gurgaon@gmail.com>
Sent: Wednesday, December 24, 2020 11:40 AM
To: rehaan chibber <chibber.rehaan@gmail.com>
Subject: Re: Project Q&A

Hi! Rehaan

Have shared my answers to the questions you have shared. Call my after 25th December incase you have any queries

Tx
Manish

From: rehaan chibber <chibber.rehaan@gmail.com>
Sent: Wednesday, December 23, 2020 10:30 AM
To: Manish Manchanda <ridhisidhi.gurgaon@gmail.com>
Subject: Project Q&A

Dear Sir,

As discussed in person last evening sharing the questions on the Project that I am doing. Would solicit you inputs at your earliest.

Thanking You in advance

Regards

Rehaan

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

1. What are the aims of your business?

Spread joy for our customers by providing an array of dishes with the best of quality and taste.

2. How has the business progressed from the time you've opened till now? How has your growth been?

We started in 1998 as a small set up with a dine in capacity of 5 tables only. Over time we grew to a 30 table capacity, 150 people banquet hall, take away which can cater to 30 orders simultaneously and a cake shop. Our profits after tax have seen a 20% growth from year 5 of operations.

3. Have you been successful in meeting your objectives?

Largely yes.....but success is only a metaphor and needs to be worked upon daily.

4. Approximately how many families visit your restaurant in a day?

92 is the average across all 7 days of the week. However its the weekends that we see max waiting and rush.

5. At what pace has the competition been increasing around your business?

In terms of new entrants we see 4 new setups every 2 weeks. However as the restaurant business sees stiff competition we also see 2 setups winding up swell every 2 weeks.

6. What are your thoughts on Catering? What is the catering that you are currently into.?

Within the Food & Beverages business catering happens to be one of the most lucrative lines with profits being in double digits. As such we want to build a strong business proposition in catering.

Currently for us Catering is more in terms of personal events and parties. We have yet no explored corporate events & office catering, and school catering but are currently on the drawing board with our thoughts around this.

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7. How do you think corporate Catering can enhance your business in terms of profitability & growth?

There is a lot of synergy in the restaurant and corporate catering business. We would want to milk this synergy and starting 2021 get into at-least 8 – 10 corporates in our catchment area of 5 to 10 kms radius. As I have shared catering is one low on capex (capital expenditure) and high on profit business line with double digit growth potential specially in a city like Gurgaon which is having a monthly influx of at-least 50 new MSME companies.

8. How is the financial position of the restaurant? How is your working capital?

We are a closely knit family business wherein we are able to gauge the market dynamics faster and do course corrections in time. This has helped us manage our funds effectively and get maximum punch out of each rupee invested. So for us funding of new projects / expansions is not much of a concern and we are adequately funded to get into newer complementing business lines.

9. Do you have any external investors? What are your main sources of finance?

As mentioned we are a family held business and as such are finding source if through personal assets. We do not raise funds from the market or financial institutions. We have an extremely prudent financial planning which has helped us plan and reinvest profits into the business. This has worked for us so far and this is the way we plan to approach future endeavours as well.

10. How satisfied are the customers with the food served?

Customer satisfaction in our business is paramount due to the competition we have. Its our objective to serve good quality pure vegetarian food for the right cost. This has ensured that our Brand “Ridhi Sidhi” has become synonymous with good food.

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11. What as per you will be needed to set up the catering line?

Along with funds we will need to invest in the right people in marketing Ridhi Sidhi to corporates, manage the quality & Service level arrangements, get on board a good legal firm to manage any litigations, invest in Delivery vehicles and ramp up existing staff by at-least 30%. Lastly very important will be to invest in technology that can be used for monitoring quality, stocks, dispatches & the billing.

12. How do you see the jump in costs and what will be your typical gestation period to break even?

Basis current levels I assume that costs will jump by at least 28%. With the investments involved the gestation period if all goes as planned will be around 3 months to get returns and have a healthy ROI.

Appendix 2 - Estimated Income Statements

	2019	2020	2021	2022	2023
Sales Revenue	16026336	17807040	22258800	24484680	26933148
Direct Cost of sales	2003299.2	2504124	3338832	3672715.2	4039986.7
Other Production Costs	3547496.25	4173525	5564700	6121170	6733287
Total Cost of Sales	5550795.45	6677649	8903532	9793885.2	10773274
Gross Profit	10475540.55	11129391	13355268	14690794.8	16159874
Expenses					
Raw Materials	1836000	2160000	2400000	2640000	2904000
Payroll	991440	1166400	1296000	1425600	1568160
Depreciation / Maintenance	119340	140400	156000	171600	188760
Fees - Municipal Card, Professional	55080	64800	72000	79200	87120
Utilities	642600	756000	840000	924000	1016400
Insurance	211140	248400	276000	303600	333960
Others	211140	248400	276000	303600	333960
Total Expenses	4066740	4784400	5316000	5847600	6432360
Profit before Tax and Interest Rates	6408800.55	6344991	8039268	8843194.8	9727514.3
Interest Expense	-	-	-	-	-
Taxes incurred	1281760.11	1232008.65	2087853.6	2296638.96	2526302.9
Net Profit	5127040.44	5112982.35	5951414.4	6546555.84	7201211.4

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

* Survey Link -

https://docs.google.com/forms/d/e/1FAIpQLSdzeZSA1Q7WZ2RKt9tTnItwyUYqk8MIZqlCE9NVp0r-PpTndQ/viewform?usp=sf_link

Appendix 3 - Blank Survey Questions

Survey to check employee preferences.

Form description

Are you a corporate or a school? *

☐ Corporate

☐ School

Would your employees be open to eating from a catering restaurant in your corporation if provided? *

☐ Yes

☐ No

Approximately how many number of employees are there in your corporation? *

☐ 0-50

☐ 51-100

☐ 101-200

☐ 201-300

☐ 301-400

☐ 401-500

☐ 501 or more

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

How much can you spend on buffet per employee? (INR) *

- ☐ 200
- ☐ 500
- ☐ 750
- ☐ 1000

What cuisine is preferred by your employees? *

- ☐ Indian
- ☐ Italian
- ☐ Chinese
- ☐ Mexican

What type of food would your employees prefer? *

- ☐ Light
- ☐ Heavy
- ☐ Organic

Are you currently in tie up with any other restaurant? *

- ☐ Yes
- ☐ No

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

How many number of meals are required per day? *

- ☐ 1
- ☐ 2
- ☐ 3

How many number of days is food needed? *

- ☐ 5
- ☐ 6
- ☐ 7

Do your employees prefer packed food or buffet? *

- ☐ Packed food
- ☐ Buffet

What is your distance from the restaurant's main kitchen? (in kms) *

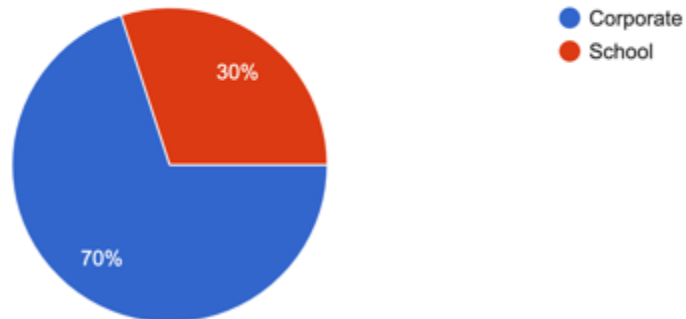
- ☐ 2.5
- ☐ 5
- ☐ 10

Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

Appendix 4 - Survey Results

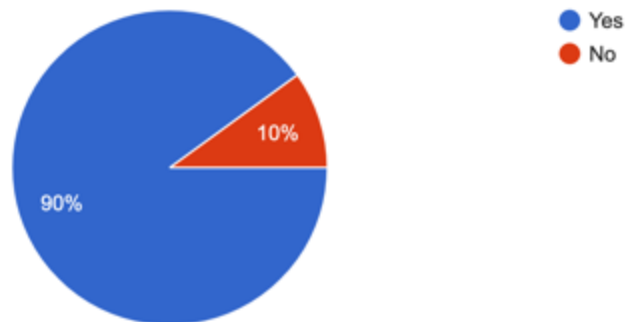
Are you a corporate or a school?

10 responses



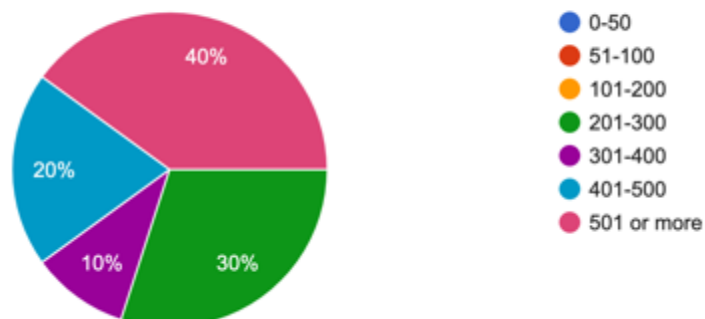
Would your employees be open to eating from a catering restaurant in your corporation if provided?

10 responses



Approximately how many number of employees are there in your corporation?

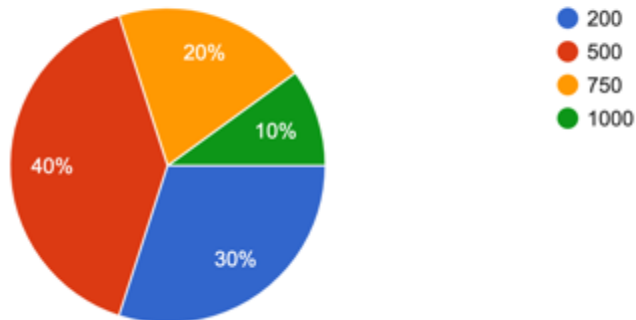
10 responses



Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

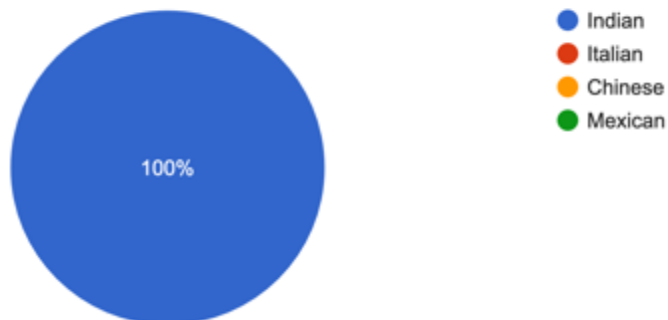
How much can you spend on buffet per employee? (INR)

10 responses



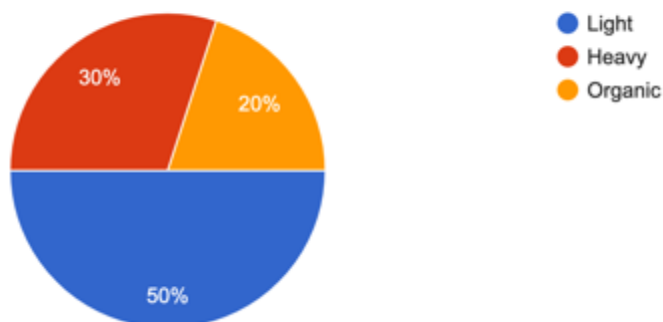
What cuisine is preferred by your employees?

10 responses



What type of food would your employees prefer?

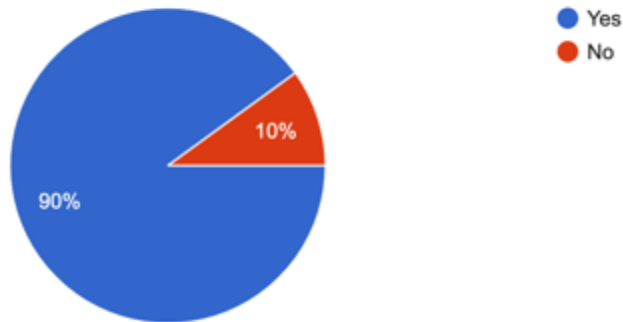
10 responses



Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

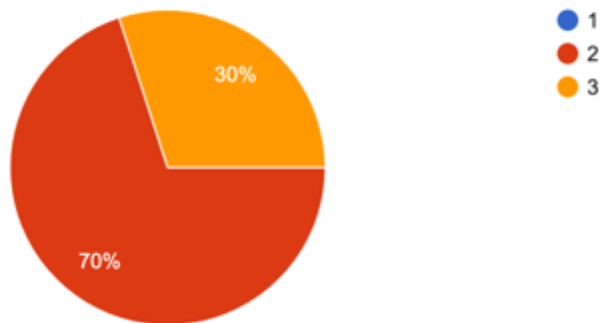
Are you currently in tie up with any other restaurant?

10 responses



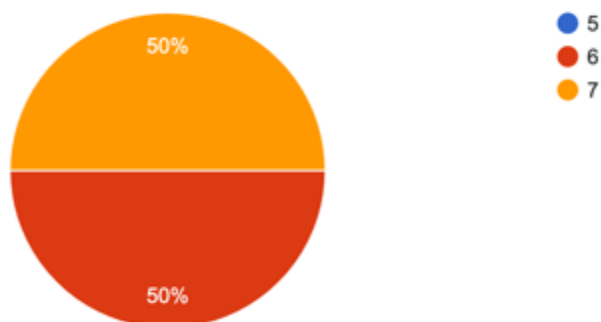
How many number of meals are required per day?

10 responses



How many number of days is food needed?

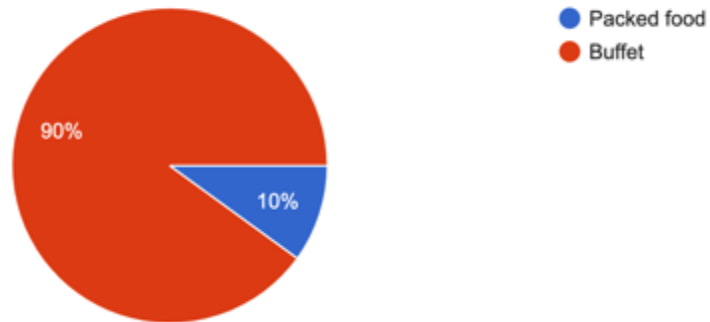
10 responses



Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

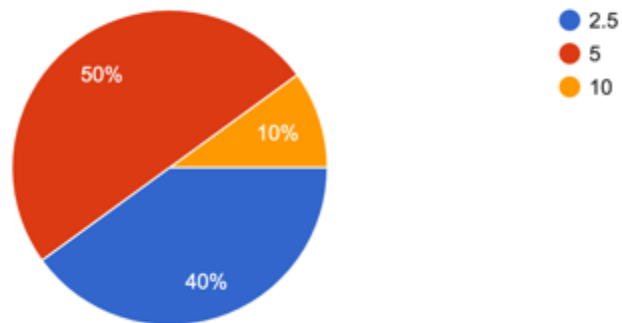
Do your employees prefer packed food or buffet?

10 responses



What is your distance from the restaurant's main kitchen? (in kms)

10 responses



Should Ridhi Sidhi Restaurant use expansion strategies to increase profits?

Appendix 5 - Menu of Ridhi Sidhi

SOUTH INDIAN

Plain Dosa	120/-
SPL. 3-in-1 Dosa	160/-
Masala Dosa	130/-
Butter Masala Dosa	140/-
Rava Masala Dosa	150/-
Paneer Dosa	160/-
Onion Masala Dosa	150/-
Idli Sambar	90/-
Extra Idli	30/-
Vada Sambar	90/-
Extra Vada	30/-
Mix Uttapam	145/-
Onion Uttapam	145/-
Tomato Uttapam	145/-

PIZZA

	SMALL	LARGE
Margarita Pizza	110/-	160/-
Veg. Pizza	110/-	160/-
Mushroom Pizza	130/-	170/-
Paneer Pizza	130/-	170/-
All-in-One Pizza	145/-	180/-

BEVERAGES

Mineral Water	MRP
Cold Drinks	MRP

DESSERTS

SPL. Tilla Kulfi	45/-
Gulab Jamun (Per Piece)	30/-
Chocolate Pudding	45/-
Pastries	45/-

ICE CREAMS

Vanilla	45/-
Strawberry	45/-
Chocolate	45/-
Butter Scotch	55/-
Pineapple	55/-
Tutti Fruity	55/-
Black Currant	55/-
Kaju Kishmish	55/-

CATERERS

• Service
• Tradition
• Reasonable Cost

SOUP & STARTERS

SOUP

Tomato Soup	90/-
Hot & Sour Soup	90/-
Sweet Corn Soup	90/-
Veg Soup	90/-

CHINESE

French Fries	70/-
Spring Roll	150/-
Chilly Potato	220/-
Honey Chilly Potato	220/-
Veg. Manchurian (DRY/GRAVY)	220/-
Chilly Paneer (DRY/GRAVY)	220/-
Chilly Mushroom	220/-
Veg. Chowmein (Half / Full)	90/- 130/-
Veg. Hakka Noodles Garlic	140/-

INDIAN

Paneer Tikka	230/-
Roasted Chaap	230/-
Tikka Chaap	230/-
Afghani Chaap	230/-
Garlic Chaap	230/-
Roasted Papad	20/-
Masala Papad	30/-

INDIAN MAIN COURSE

	HALF	FULL
Dal Makhani	160/-	220/-
Dal Tadka		170/-
Chana Masala	160/-	220/-
Mix Veg.	160/-	220/-
Shahi Paneer	160/-	220/-
Paneer-E-Khaas	160/-	220/-
Paneer Lababdar	160/-	220/-
Paneer Butter Masala	160/-	220/-
Kadhai Paneer	160/-	220/-
Mutter Paneer	160/-	220/-
Palak Paneer	160/-	220/-
Paneer-Do-Pyaza	160/-	220/-
Malai Kofta	160/-	220/-
Malai Chaap	160/-	220/-
Kadhai Chaap	160/-	220/-
Mutter Mushroom	160/-	220/-
Mushroom Butter Masala	160/-	220/-

ROTI / PARATHA

Tandoori Roti Plain	12/-
Tandoori Roti Butter	15/-
Naan Plain	40/-
Naan Butter	45/-
Garlic Naan	45/-
Missi Roti	35/-
Lachha Paratha	35/-
Pudina Paratha	40/-
Stuff Naan (Veg. / Paneer)	60/-
Stuff Paratha (Veg. / Paneer)	60/-
Aloo Paratha	60/-
Onion Paratha	60/-

RICE

Plain Rice	130/-
Jeera Rice	150/-
Peas Pulao	200/-
Veg. Pulao	220/-
Veg. Biryani	220/-
Fried Rice	190/-

RAITA

Plain Curd	70/-
Boondi Raita	90/-
Mix. Veg. Raita	90/-
Pineapple Raita	90/-
Mix Fruit Raita	90/-

SALAD

Green Salad	70/-
Kachumber Salad	75/-

ENSURING 100% SAFETY

॥ ॐ सिद्धिः सिद्धिः ॥

MENU

For Home Delivery
Minimum Order Value
₹ 300/-

FOR PAYTM
Scan QR Code in
paytm

RIDHI SIDHI RESTAURANT
(A UNIT OF RIDHI SIDHI EATS PVT. LTD.)
450, Bhim Nagar, Gurgaon-122001 HR.
874-3-874-874, 0124-4223333, 8800003440

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