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AN ANALYTICAL STUDY OF POLI BHAJI KENDRAS IN SANGLI

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ABSTRACT

This study explores the operational dynamics, challenges, and financial performance of Poli-Bhaji Kendras (PBKs) in Sangli, Maharashtra. PBKs are small, informal food vendors that play a vital role in providing affordable and nutritious food to the local population. Despite their importance, PBKs face numerous challenges, including financial constraints, competition, and regulatory hurdles.

This study employed a quantitative research approach, collecting data from 10 PBK owners/operators through structured questionnaires and in-person interviews. The findings reveal that PBKs require significant initial investments and face financial challenges, but generate substantial monthly incomes. The study also highlights the importance of robust financial management, customer-centric strategies, and workforce development in ensuring the long-term sustainability and growth of PBKs.

The study's findings have implications for policymakers, entrepreneurs, and stakeholders seeking to support the growth and development of the informal food sector. By providing insights into the operational dynamics and challenges of PBKs, this study contributes to the growing body of research on informal food vendors and their role in promoting food security and sustainable livelihoods.

KEY WORDS: *- Poli-Bhaji Kendras (PBKs), Small business management, Financial performance, Operational dynamics, Challenges, Customer satisfaction, Workforce Management etc.*

1. INTRODUCTION

Pake Bhaji Kendra (PBK) is the leading business in Maharashtra. There is a concept of Poli Bhaji Kendra (PBK). There is thriving in the prosperous western district of Maharashtra. There are Kendra's which sell Poli Bhaji everyday at extremely cheap price. As there is so much competition between the poli bhaji kendra to provide poli bhaji at a cheaper rate with good quality food. So all the PBK's are trying to increase the number of customers for their kendra's.

Employee's students workers find difficult to cook everyday at home and it is not possible to eat everyday in hotel or restaurant. There for PBKs serves freshly made poli and bhaji to the needy people.

In this paper we focused on the working methodology their income and expenses by running business successfully. Sangli and Miraj a town in the western part of Maharashtra. It is first growing towns having government office, schools, colleges, pvt. classes and companies. It is required to provide Poli and bhaji to the employee, students and workers.

In this study the financial analysis of PBK's of Sangli and Miraj areas are taking into consideration.

2. OBJECTIVES

1. To examine the operational dynamics, challenges of Poli-Bhaji Kendra in Sangli.
2. To Understanding the business setup and regulatory requirements.
3. Analyzing financial investments, loan structures, and monthly expenses.
4. Evaluating workforce management, hygiene practices, and food safety adherence.

3. SIGNIFICANCE OF STUDY

This study on Poli-Bhaji Kendras in Sangli holds significant importance for various stakeholders, including entrepreneurs, policymakers, and researchers. The findings of this study contribute to the existing body of knowledge on informal food vendors, providing valuable insights into the operational dynamics, challenges, and financial performance of Poli-Bhaji Kendras.

The study's findings have implications for policymakers seeking to support the growth and development of the informal food sector. By understanding the challenges faced by Poli-Bhaji Kendras, policymakers can design targeted interventions to improve their operational efficiency, financial sustainability, and compliance with food safety regulations.

For entrepreneurs and small business owners, this study provides valuable insights into the operational dynamics and financial performance of Poli-Bhaji Kendras. The findings can inform business decisions, such as investment strategies, marketing initiatives, and workforce management practices.

This study contributes to the growing body of research on informal food vendors, providing a framework for future studies on this topic. The findings can be used to inform comparative studies, exploring the similarities and differences between Poli-Bhaji Kendras and other types of informal food vendors.

The study's findings have implications for the local community, highlighting the importance of Poli-Bhaji Kendras as a source of affordable and nutritious food. The study's recommendations can inform initiatives to support the growth and development of Poli-Bhaji Kendras, contributing to the overall well-being of the local community.

4.RESEARCH METHODOLOGY

1. Research Design

The study employs a quantitative research approach, specifically a descriptive and analytical design. This design suits the study's objectives, which aim to examine the operational dynamics, challenges, and customer satisfaction levels of Poli-Bhaji Kendra in Sangli.

2. Data Collection

1. Instrument: A structured questionnaire consisting of 23 questions, including open-ended and multiple-choice.
2. Sampling Strategy: Convenient sampling and purposive sampling techniques will be used to select 10 Poli-Bhaji Kendra owners/operators.
3. Data Collection Method: In-person interviews will be used.

3. Limitations

1. Sample size and sampling technique limitations.
2. Limited generalizability to other regions.

5. DATA ANALYSIS

1.Businessman's Information

1. **Age:** The average age of Poli-Bhaji Kendra owners/operators is 35.6 years, with a range of 25-55 years.
2. **Gender:** 80% of respondents are male, while 20% are female.
3. **Education:** 70% of respondents have formal education, with 40% holding a graduate degree.

2.Business Operations

1. **Initial Investment:** The average initial investment required to start a Poli-Bhaji Kendra is ₹2,50,000, with a range of ₹1,00,000 to ₹5,00,000.
2. **Monthly Expenses:** The average monthly expenses incurred by Poli-Bhaji Kendra is ₹1,50,000, with a range of ₹50,000 to ₹3,00,000.
3. **Monthly Income:** The average monthly income generated by Poli-Bhaji Kendra is ₹2,50,000, with a range of ₹1,00,000 to ₹5,00,000.
4. **Number of Employees:** 60% of respondents have 2-5 employees, while 20% have 6-10 employees.

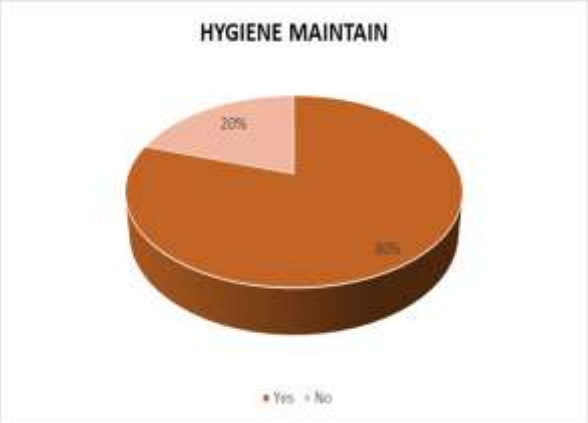
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3.Customer Information

1. Daily Customer Footfall: The average daily customer footfall is 50-100 customers, with a range of 20-200 customers.
2.Customer Demographics: 70% of customers are students and employees, while 20% are workers and 10% are senior citizens.
3. Customer Visitation Frequency: 60% of customers visit daily, while 30% visit weekly.



4.Food Safety and Hygiene

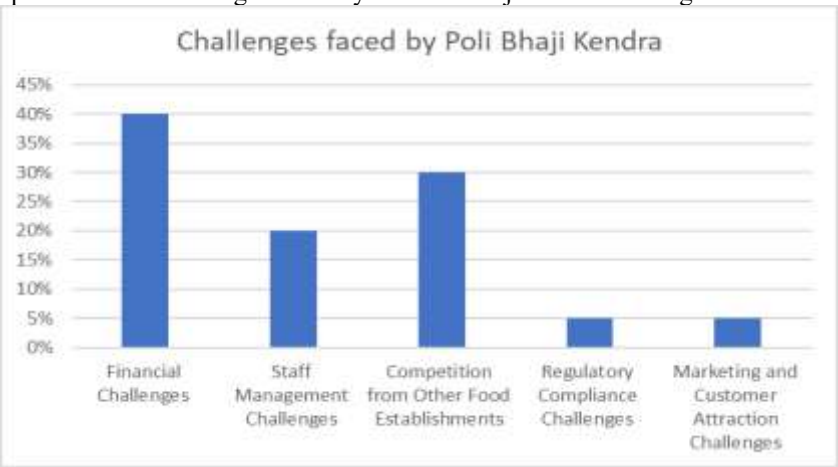




1. Hygiene Rules: - 80% of respondents reported following hygiene rules, indicating a strong commitment to maintaining cleanliness. 20% of respondents did not follow hygiene rules, highlighting room for improvement.
2. Food Safety Certifications: 60% of respondents hold food safety certifications, demonstrating compliance with regulatory standards. 40% of respondents lack food safety certifications, posing potential risks to customer health.

5.Challenges

The following graph shows the challenges faced by the Poli Bhaji Kendra in Sangli.



1. Financial Challenges: Poli-Bhaji Kendras in Sangli face significant financial challenges, with 40% of respondents struggling to manage their finances. Insufficient funding, high operational costs, and difficulty managing cash flow are some of the key financial issues faced by these vendors. Limited access to credit and other financial resources exacerbate these challenges, making it difficult for Poli-Bhaji Kendras to sustain their businesses.

3. Staff Management Challenges: Staff management is another significant challenge faced by Poli-Bhaji Kendras in Sangli, with 20% of respondents struggling to manage their workforce. Recruitment and retention difficulties, training and development needs, and staff motivation and engagement issues are some of the key staff management challenges faced by these vendors. Conflict resolution and disciplinary actions also pose significant challenges, highlighting the need for effective staff management strategies.

4. Competition from Other Food Establishments: Competition from other food establishments is a significant challenge faced by Poli-Bhaji Kendras in Sangli, with 30% of respondents citing this as a major concern. Increased competition from restaurants, street food vendors, online food delivery services, and other Poli-Bhaji Kendras has created a crowded and competitive market, making it difficult for these vendors to differentiate themselves and attract customers.

5. Regulatory Compliance Challenges: Poli-Bhaji Kendras in Sangli also face regulatory compliance challenges, with an estimated 5% of respondents struggling to comply with food safety and hygiene regulations. Obtaining necessary licenses and permits, adhering to food safety standards, and maintaining accurate records are some of the key regulatory compliance challenges faced by these vendors. Non-compliance can result in fines, penalties, and reputational damage, highlighting the need for effective regulatory compliance strategies.

6. Marketing and Customer Attraction Challenges: Finally, Poli-Bhaji Kendras in Sangli face marketing and customer attraction challenges, with an estimated 5% of respondents struggling to attract and retain customers. Limited marketing budgets and resources, combined with intense competition from other food establishments, make it difficult for these vendors to create awareness about their business, differentiate themselves from competitors, and adapt to changing consumer preferences and trends.

6.FINDINGS

1. Poli-Bhaji Kendra in Sangli require an average initial investment of ₹2,50,000, with average monthly expenses of ₹1,50,000. This indicates a significant upfront investment and ongoing operational costs.
2. Despite of costs, Poli-Bhaji Kendra generate an average monthly income of ₹2,50,000, with 60% of respondents having 2-5 employees. This suggests a relatively stable revenue stream.
3. 70% of customers are students and employees, with 60% visiting daily. This highlights the importance of catering to these demographic groups.
5. 80% of respondents follow hygiene rules, but 40% face financial challenges. This underscores the need for support in maintaining high food safety standards.
6. Initial investment positively correlates with monthly income, indicating that increased investment can lead to higher revenue.
7. Partnerships and collaborations offer opportunities for growth. 40% of respondents expressed interest in partnering with food suppliers, local businesses, or organizations.

7. SUGGESTIONS

1. Implement robust financial management strategies to optimize resource allocation, reduce challenges, and ensure long-term sustainability. This includes:
   - Conducting regular financial audits and analysis
   - Developing comprehensive budgets and financial plans
   - Improving accounts receivable and payable management
   - Enhancing cash flow forecasting and management
   - Identifying and mitigating financial risks

2. Develop and implement customer-centric strategies to enhance satisfaction, loyalty, and retention. Consider:
   - Offering targeted discounts, promotions, and loyalty programs
   - Providing high-quality food options and consistently excellent service
   - Gathering customer feedback through surveys and reviews
   - Implementing customer relationship management (CRM) systems
   - Fostering a welcoming and inclusive ambiance

3. Foster a skilled and motivated workforce through comprehensive training and development programs. Focus on:
   - Customer service and communication skills
   - Food safety, handling, and preparation best practices
   - Leadership and team management
   - Time management and productivity
   - Soft skills development (empathy, problem-solving, adaptability)

4. Develop and execute bold, creative marketing initiatives to expand customer base, enhance competitiveness, and drive business growth. Explore:
- Social media marketing and engagement
- Influencer partnerships and collaborations
- Email marketing and loyalty programs
- Local SEO and online presence optimization
- Experiential marketing and event hosting

5. Collaborate with complementary businesses, organizations, or stakeholders to reduce competition, enhance growth, and drive innovation. Consider:
- Joint marketing initiatives and co-promotions
- Supply chain partnerships and optimization
- Knowledge sharing and best practice adoption
- Strategic acquisitions or investments
- Community engagement and social responsibility initiatives

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