

“Journey of An Orphan To Being A Celebrity In The World of Catering Business: An Entrepreneurial Case Study on Munna Maharaj Caterers”

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Abstract : *Munna Maharaj now has a muscle to do 15000 dinners at a single sitting anywhere, served up on imported chaina, genuine silverware & pure crystal. His south Kolkata godown covers 2 bighas, along with a fleet of packers & trucks. With the format of rajsthani décor an ambience, having a space area above 10000 sq ft. marwar comprises of a sprawling banquet hall and open courtyard “marwar” is the pride of Munna Maharaj group. Apart from being the owner of Neelambar Caterers he is the owner of blue fox restaurant, now McDonald’s family restaurant is there were they are associated with. He has received several mementoes of appreciation, laxmi niwas Mittal, national conference of IAP, etc. The glory & flourishment of “Neelamber Caterers could be possible not only for quality but the continuous support, deep faith and patronization received. The group also have the opportunity to offer hospitality and services to top personalities, chief ministers like Late. Mr. Jyoti Basu, Mr. Buddhadev Bhattacharya & etc. With a wide variety of options for menu, they provide a world class experience all across the globe. The leadership of Dipak Kumar Singh, the chief chef and owner of “Munna Maharaj” has been instrumental in creating the pavement of success for the company. His vision is to ensure that every experience with them is to be remembered forever by their clients.*

I. Introduction

Neelamber Catterer (Munna Group) is one of the well-recognized, leading concern in the Hospitality Industry and Catering Service. Our dedication, determination and devotion have helped us to reach to a platform with full-proof success in the areas of preparation of food and its services as per the need and choice of our valued customers. We do provide our service of catering and decoration right from traditional to the latest ones with our skilled manpower for the utmost satisfaction of our guests and their invitees.

So long, the aforesaid service, used to be provided by Mahavir Singh, the legend in the region of Traditional Indian Food and left for heavenly abroad in 1979. After him, his elder son munnaMr. Dipak Kr. Singh (popularly known as Munna Maharaj)took the initiative and still continuing their ancestral business in the stream of catering and hospitality management to provide furthermore better services. Munna Maharaj, the famous Chef has charmed all with his magical recipe from Birlas to Hindujas to Steel Tycoon Mr. L.N.Mittal.

II. The Challenge

It's imperative to be on time and well-organized, accommodating clients' needs while meeting the challenge of cooking in unfamiliar territory on an ongoing basis. It requires a high degree of culinary expertise as well as a tolerance for working long hours.

In this food industry, Munna Maharaj have a great level of competition and a lot of details to perfect. Research show that 60% of businesses fail in the first year, so how do you ensure success for your catering company?

II.1 The Skill Shortage

In this industry, there is difficulty in filling skills catering roles – there is an average of 10 applicants per chef role, comparing to a whopping 80 per waiting role. There is a great challenge of skills shortage.

As one famous joke says, “If I train my staff they might leave... but the problem is if I don’t, they might stay!”

By knowing this ‘Munna’ has decided to not providing the training to the chefs as well as the worker. When he hire anyone it has to be any referral from the head chef and he has taken the responsibility or their training.

II.II A High Turnover In Staff

The average turnover of staff in the catering industry is 20%. This relates to the long social hours and poor pay (80% of kitchen and catering assistants are paid below the minimum living wage, one of the highest proportions across any job role in the economy!), which also makes the catering industry unattractive as a career choice.

II.III Lack Of Marketing Knowledge

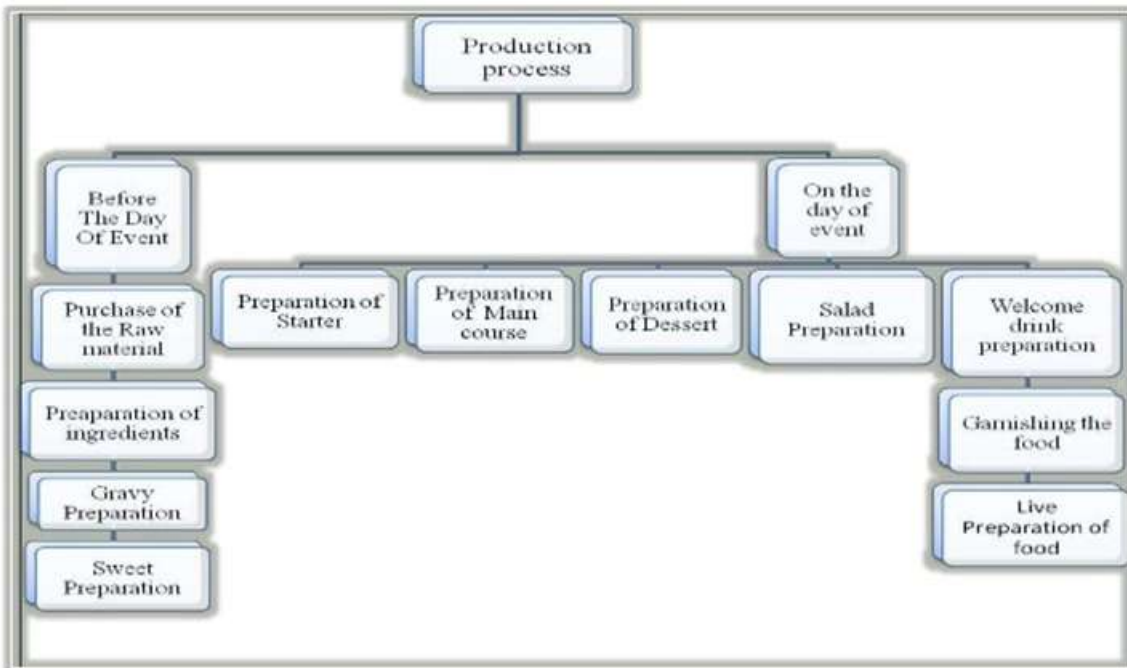
Many catering business owners fail to pay enough attention to marketing, making this a common problem in the catering industry.

III. Market Research

While dealing with quality of product following things should be taken in to consideration:

- Quality of raw material
- Well trained staff
- Check food expiry
- Nature of the food
- Destroy harmful bacteria
- Protect food from risk of contamination

III.I Production Process



Easily enter batch recipes and recipe production quantities as they are produced to identify batch recipe variances and provide Production Recap reports. Information within the report includes production date, number of recipes produced, cost per product and the total cost of all recipes produced. The Production feature will give you better control of the quality and quantity of production by detecting variances and tracking them to the source.

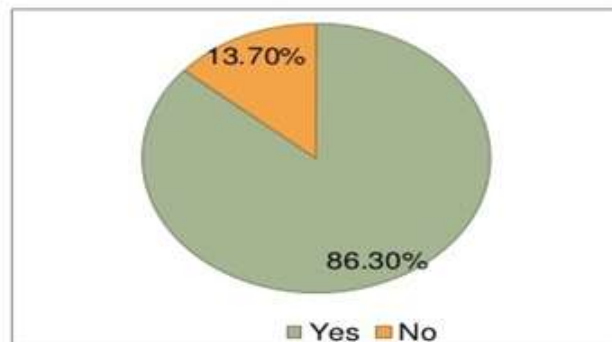
The Fabrication function serves as a tool to record the preparation of items from a starting source, such as creating multiple steaks from a larger cut. Fabricators will enter the starting weights, finished cuts and waste into data entry forms as they process these items. That data is used for specialized reports to track and compare the performance of the individual employees doing the prep and the overall yields from the various fabrication activities.

When it comes to selling and marketing their catering products and services, reliability, predictability and scalability are three key elements required to ensure long term success. Until they thoughtfully design their catering production process, you will not be able to maximize the opportunity for catering out of their outdoor catering and how they can differentiate from other caterer. This is where planning and flexibility in regard to their catering production methodology becomes an important part of their overall strategic catering plan. Their team must be prepared to consider batch-based manufacturing and assembling of products, as well as be able to handle last-minute order adjustments. Their catering policies and procedures must be well documented and publicized to deliver a smooth catering experience for both their store-level employees and their guests. They have to follow some sound business logic when managing order dynamics for catering. So, what they do in their kitchen really matters to their catering services.

III.II Market Analysis

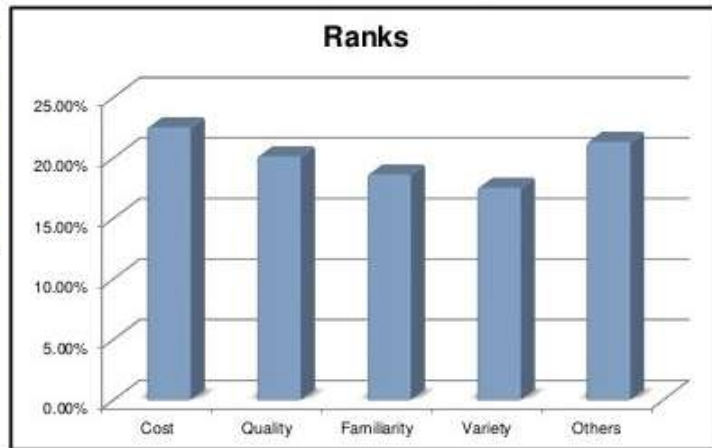
III.III People’s Experience of Catering Service

	% of people
Yes	86.3%
No	13.7%



III.II.II Factors Considered While Choosing Catering Services

Factors	% Rank wise
Cost	22.5%
Quality	20.1%
Familiarity	18.6%
Variety	17.5%
Others	21.3%

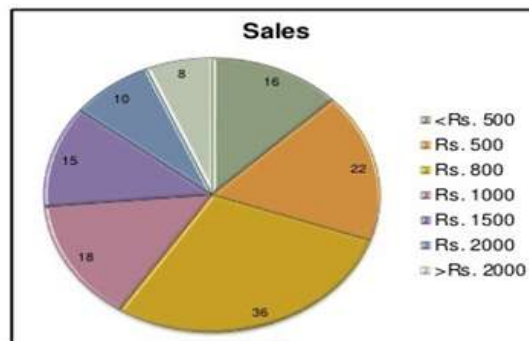


A catering company must practice professionalism. They should always act as ambassadors of your company if they are requested to help your company host an event. They should as well assist to propel a positive image of success and show great concern of the well-being of their event and your company. This is a very key point that needs to be considered when choosing catering service.

The menu is very crucial too and need to be considered very keenly. You need to check on the flexibility of the caterers as well as the variety of foods that are available. Here, Munna Maharaj will always be ready and willing to work with the client diligently every time needed. Their catering company should be in a position to change their menu to suit your needs and they have more varieties than other caterer. They always propose and suggest in regards to the type of food to be served and the type of flavour that blend together in a good way. Just consider the quality of food but the appearance of food as well in order to have a successful gathering. If you are looking for a suitable catering company, the Neelamber Caterer (Munna Maharaj) offers the best services that are fulfilling and satisfactory.

III.II.III Packages Preferred

Per dish price (Rs.)	No. of people
<500	16
500	20
800	36
1000	20
1500	15
2000	10
>2000	8
Total	125



Most of the people were preferred between Rs.500 to 800, so they reduced their rates for people who could afford a budget of Rs.650 to 850, but their willingness was always targeted to work mostly with the clients who have a minimum budget of Rs.1200 to 2000.

IV. Conclusion

Munna Maharaj is basically doing Outdoor Catering services. Outdoor catering is the division of the catering industry. Basically outdoor catering comprises the stipulation of food and beverages in an outdoor setting sometimes very well decorated to give a beautiful ambiance. Venue for the outdoor catering may be different as per the customer's choice. In new era most of the 5 star hotels, restaurants and different catering organizations try to fulfil this growing demand.

As Munna Maharaj has his own Banquet “MARWAR” where the events are successfully organized as per the requirements, he is also planning to come up with a restaurant of his own..Until this time, he already has a restaurant named “MYRRA”, which is on continuous run from a last few months.

The choices in the menu and set up for the event are according to the preferences and demands of clients, depending on the customer's willingness to spend. Outdoor catering includes catering for functions such as weddings; get together parties, birthday parties and conventions.

Acknowledgements

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References

- [1] Internal Procedure for Risk Assessment
- [2] Internal Procedure for identifying Aspect/hazard
- [3] Internal Procedure for Legal & Other Requirements
- [4] Internal Procedure for emergency preparedness & response
- [5] Internal Process Map for Production Realization
- [6] Internal Process Map for Maintenance
- [7] Internal Process Map for Customer Performance & Measurement Process
- [8] Internal Process Map for Quality Control
- [9] Procedure for corrective action
- [10] Inspection Plan for Incoming Inspection
- [11] Inspection Plan for In-process Inspection
- [12] Inspection Plan for Final Inspection