

Exploring The Potential Challenges Faced By Food Truck Industry In The Emerging Market Of Pune And Mumbai While Establishing New Culinary Attractions

1. Author1 Dr. Gauri D. Shah, AISSMS College of Hotel management and Catering Technology
2. Author 2 Shailendra Darekar, AISSMS College of Hotel Management and Catering Technology

Objectives-

- To explore the opportunities and challenges faces by food truck owner.
- To identify methods to popularize food truck culture.
- To understand the effective ways for better customer satisfaction through the actual feedbacks

Key Words- Food Truck, Revenue, Satisfaction, Concepts, Entrepreneurship

Abstract

Food-trucks are growing in popularity, and they are now part of the foodie culture. As they fit well with Millennial' desire to try new things—new foods, and a new food culture—the number of trucks on the streets is expected to continue to rise. To understand, how millennial consumers think and make decisions about food-truck dining, this study identifies benefits and risks of food-truck dining and their impact on a millennial consumer's attitude and visit intention. This study finds consumers see hygienic and environmental risk and convenience and hedonic benefits in food-truck dining. The findings from this study provide evidence that hygienic and environmental risks of food-trucks negatively influence consumers' attitudes and visit intentions toward food-truck dining experience, while hedonic benefit leads to favorable attitude and visit intention. The findings further indicate that a significant relationship exists between consumer attitude and purchasing intention. This study helps food-truck marketers and operators to develop effective marketing and operational strategies to increase the visits of existing food-truck diners and attract potential consumers. The food truck business is becoming popular among the youngsters and many entrepreneurs from varied background are venturing into it. Food trucks seems to be promising option for those who want to start a new food business but doesn't have sufficient capital for the brick and mortar type of set ups. This study has attempted to find out standard operating procedures of the food trucks in Pune city. The various laws and regulations to be followed and the marketing strategies adopted to attract the customers is studied as well.

Introduction-

In India, the cuisine offered by food trucks requires simple skills, basic facilities and a relatively small amount of capital. They are plentiful, with large potential for income and often a very large sector for employment. Individuals facing difficulty finding work in formal sectors, will often venture into this industry, as it allows entire families to involve themselves in the preparing and cooking of foods sold to the public. The appeal involved in sustaining a food truck lie not only in the low capital requirement, but also in the flexibility of hours, with minimal constraints to locale. Street foods predominantly reflect local culture and flavour. Food trucks appeal to consumers in that they are often an inexpensive means of attaining quick meals. Location and word of mouth promotion has been credited for their widening success. Also, in India food trucks are finally starting to hit the streets.

Veda Pav stands, Local Indo Chinese food kiosks and traditional favorite Chaat carts, and stalls have dominated the street food market for decades, recent changes in supply and demand have led to the emergence of a new industry trend to state few Pizza and Burger carts, Shev Pav and Sandwich Stalls Etc. In the last five years, high-end cuisine served fresh from all around the world on the Food Trucks in getting popular on Indian streets of major cities. From Mumbai, Delhi all the way to Hyderabad and Bangalore. Although reminiscent of the "grease trucks" that have been known to haunt college campuses and construction sites, this newest generation of food trucks is marching to the beat of a decidedly different drum. Described as aggressively gourmet, tech-savvy and politically correct, new-wave food trucks have found success by catering to the need of all segments of Market yet capturing the niche markets also, and employing the use of technology in innovative and unforeseen ways. In addition to exploring the emergence and potential impacts of the food truck industry, this Paper has undertaken a research to provide an empirical base that can be used in some of the theories essentials for making decisions as they relate to the management of the food truck industry at the Base level. Because this industry has not yet been examined through an academic lens, there is little consensus over whether or not food trucks will help or harm local communities. To fill this gap, this study will profile the emergence and popularity of the food truck industry in Pune specifically. Since 2010, this region has seen upwards of twenty-five food trucks set up shop on the streets of Pune (Baner, Balewadi High Street, Aundh, and NIBM etc.). Due to their close proximity to one another, and varying cultural and communal consumers, the food truck industry in this region highlights the complex interplay between market demand, institutional regulation, and conflicting stakeholder interests. Locally, planners and policy makers really have no idea how many food trucks are out there or how to manage them most effectively. Food truck are considered as the mobile version of the restaurant business. A food truck can move to any place were the customers are located. This makes it one of the hottest trends in the restaurant business. Changing consumers' tastes and preferences and inclination towards consumption of street food and beverages has resulted to rise in demand for food truck business over the years. Manufacturers of these trucks are focused towards developing trucks keeping in mind the hygiene factor. You have to know who your target customer is and who in the local area "needs" your menu. This comes from demographics.

Demographics are the facts and figures about your target customer that make them especially attracted to your menu. They include sex, age, geography, income, education, etc. Demographics are the elements you need to know about your target customer to see if your menu makes sense for them. How your foodtruck brand connects emotionally to your target customer is largely built on

the audience's psychographics (how they feel and/or behave related to your food truck brand). It's important to look at your targeting both ways, demographically and psychographically

Investigate the rampant rise in popularity of gourmet food trucks in the past six or seven years, is the major reason why this research is carried out. This rise has brought a different segment which is affordable and convenient to hoteliers and the consumers also the segment of foodie to explore different cuisines without making much of disciplinary changes in their routine

Gourmet food trucks have emerged as increasingly popular dining alternatives for consumers in today's urban landscape. Existing literature, as well as my own ethnographic research within Orlando, Florida's mobile food vending scene, reveals that food truck owner/operators utilize various strategies to establish a viable niche for themselves in this diversified and burgeoning market. Among other things, these strategies include online social networking creating and maintaining a recognizable brand identity, collaborating with local retailers and bar owners, and incorporating organic and locally produced ingredients in their dishes whenever possible.

It's an ideal setting for food tourism, a genre that is burgeoning as people travel the world inspired by culinary shows, world's top-restaurant lists, influencers and Instagram. It helps that India's culinary ambassadors, like Gaggan Anand, Manish Mehrotra and Vikas Khanna, are packaging regional flavours innovatively, resulting in Indian food breaking free from the greasy butter chicken and fiery roghan josh stereotype. Kolkata-born and Bangkok-based chef Gaggan's restaurant ranked number five on the recently announced 'World's 50 Best Restaurants' list in Bilbao, Spain.

Pizzas, Sindhi burgers, guava chili ice cream and Oreo waffles aren't dishes you come across in Mumbai often. It's rarer to find all these delectable food items being served out of food trucks. But, that's about to change with the launch of the city's first ever food truck park in Bandra on Friday. The park is organised and managed by the Mumbai Food Truck Society.

Food Trucks are actually illegal in the city and the country," said Roysten Misquitta, founder of the Mumbai Food Truck Society. "This particular solution came to us six months ago along with the authorities and we thought it is a win-win for all food truck owners and foodies in the city."

He says that food truck owners can't apply for a hawker's license or a regular restaurant license and since the land in big cities is demarcated as corporate lands, parking lands, advanced locality management (ALM) and no hawking zones, it becomes impossible to set up a food truck business.

That's why Misquitta and his team were compelled to set up stationary food trucks on rented land in Bandra, Mumbai.

We were present at its launch and spoke to food truck owners, association heads to find out what it takes to set up and run a successful food truck business in a city like Mumbai

Observations and Findings

In India, the cuisine offered by food trucks requires simple skills, basic facilities and a relatively small amount of capital. They are plentiful, with large potential for income and often a very large sector for employment. Individuals facing difficulty finding work in formal sectors, will often venture into this industry, as it allows entire families to involve themselves in the preparing and cooking of foods sold to the public. The appeal involved in sustaining a food truck lie not only in the low capital requirement, but

also in the flexibility of hours, with minimal constraints to locale. Street foods predominantly reflect local culture and 1040hotel. Food trucks appeal to consumers in that they are often an inexpensive means of attaining quick meals. Location and word of mouth promotion has been credited for their widening success. Also, in India food trucks are finally starting to hit the streets.

Facts to review the sustainability of business

Total Population of Pune – 1.02 Core (Approx., as per 2011 census and an estimated growth of 9% in three years);

Approximately 61% of this population is urban i.e. 61 lacks; sex ratio – 915 per thousand

- Current economically active population in Pune is 52.3% of the total population. This can, therefore, be estimated at 53 lacks approximately. (Between the age group of 15-59 years).

- Per Capita Income in Pune – Rs. 60000 (Second highest in India)

- Population density in Pune is 603 inhabitants per square kilometer.

- Immigrant population in Pune – According to 2001 census; 15% of population in Pune was immigrant. This was expected to come down to 10% between 2011 and 2021. Thus expected immigrant population can be estimated at 10 lac individuals in 2014.

- Key contributing sectors to Pune's economy are IT (26%), service, transport, trade and 1040hoteling.

- Total no. of North Indian Cuisine serving restaurants in Pune is approximately 3800, including dine out, home delivery, café and delis, bar formats of which 3735 are listed on Zomato.com. Kothrud has a density of over 110 North Indian restaurants, Viman Nagar has over 90 and Baner has over 70 restaurants serving North Indian cuisines.

Estimated cost projections for starting this business are as follows. Cost Heads Expected cost (in Rs.)
Food Truck 3500000 Legal documentation and Permits 100000 Fixtures and utensils 100000 Monthly raw material cost 40000 Monthly fuel cost 70000 Marketing and promotions cost 25000 Annual Insurance cost 100000

Suggestions/recommendations

According to the survey, people in Pune are familiar to the food truck concept and are liking it. Food trucks are making a new trend in the market. Mostly youth is getting more attracted to the food truck concept.

- 1) In the survey it shows that social media plays important role for marketing of food truck so every food truck owner should be active on social media to promote his business.
- 2) Food truck festivals should be more popularized among the people of Pune as it is beneficial for growth of food truck culture in the city.
- 3) Most disliked part about a food truck is no seating arrangement, as many food trucks in Pune are parked in an open ground so they should have a seating arrangements.
- 4) Food trucks plays an important role in economy of the city and also increases employment. 32

Conclusion The research was conducted to find the customer perceptions and preferences about the food truck culture and its food. Different attitudes were identified for different aspects relating to the food truck concept. The research found that most of the respondents visit food truck for the live food and live ambiances that food truck zone provides.

- 5) Demand for food trucks is high in Pune.
- 6) Food truck culture is getting popular amongst the youth.
- 7) Social Media plays an important role in advertising a food truck.
- 8) Food truck industry's growth is directly linked with the growth in employment generation of the region and food sector.

LITERATURE REVIEW

1. Mr. Palak Sharma in journal of "IAAER'S pune institute of business management review" ISSN2455 – 8796, volume 1, issue 1, April 2016, page no.31. wrote a research paper on "exploring market potential and venture feasibility for food truck business in pune- an entrepreneurship case study". Mr. Palak in the paper talked about uniqueness of concept and quickness of service. This case study explores the feasibility and market potential of food truck business in Pune Market for North Indian cuisine. The analysis of the market and business plan development depends on both internal and external factors, with the objective of developing a B-plan that can attract angel investment and venture capital. With food comprising of majority of our expenses, this segment is always expected to grow, even if the rate of growth can vary. Economically viable members of the society between the age group of 21 to 40 years are frequent customers.
2. Miss. Sara Khan and Edward Gordon, in website restaurantindia.in published article with subject " Food Trucks-Volatile Yet A Desirable Business model operations" June 15, 2019
In the article they had compared food truck operation in various part of country, right from North India till the south part of India. They had discussed various issues and problem face by the food truck owner in the country such as infrastructure, maintaining hygiene, environment around the truck, parking, legal authorities etc. They also mentioned about food truck park concept should get popular in cities.
3. Bhargu haritas and Rajguru Tandon wrote an article published in BW Business e magazine in august 2019. In the article they talked about startup of food truck business and gave detail information how to go about it. The average cost of starting a food truck business in India is between Rest 10 lakh to Rest 20 lakh, depending on what type of vehicle you have and what you are selling. They had interviewed Sagar Singh, Owner, Amigo Food Trucks said, "The food truck business has a huge potential which will be unlocked only when government comes out with some regulations. This business is much unorganised and the owners of the business face a lot of challenges, due to lack of any regulation, even the municipal corporations and police of cities have no authority to formulate any rules or guidelines."
4. Mrs. Rina Dogare and Shivangi Jatti wrote research paper in journal "Athitya- a journal of hospitality" on the topic of "A Study of Food Truck Business in Pune City", Publishing India

Group, 2018. According to the authors the food truck business is becoming popular among the youngsters and many entrepreneurs from varied background are venturing into it. Food trucks seems to be promising option for those who want to start a new food business but doesn't have sufficient capital for the brick and mortar type of set ups. This study has attempted to find out standard operating procedures of the food trucks in Pune city. The various laws and regulations to be followed and the marketing strategies adopted to attract the customers.

5. Rama Krishna bandaru wrote research paper on "customer's perception towards food truck products in India", in GJESRM journal, ISSN 2349-4506. In his research he said food truck business is a very famous and a growing business in today's time. Over the decade, every country in the world has been following the trend of the mobile food business. The silent feature of the food truck business is 'customer reach and satisfaction'. Along with the increase in people living standards, 'food on wheel' business made a popular. Slowly, this business was becoming popular in India for the last five years and many start-up firms are emerging in the sector. With a good food truck business plan in India, many firms are acquiring good returns on their investments in very short interval of time the paper focuses on identify the customer's perception towards the food available at food trucks and communicate the results to the new entrepreneurs who ready to invest in Food on Wheel business.
6. Reagaudie T. (17 jan.2018) suggested in her article that before begin to design your food truck, make sure you know which licenses you need to run your food truck in your city. You can take your design plans to your local government for review before you execute them. She also commented in her article named which app you should use that 'Trickily' is a free app it simultaneously updates your Facebook, Twitter, trucks locations as you move within your area.
7. Maqsood Z.(21st March 2015) has commented in Hindustan times article that a new phenomenon in our country, which has been known for its excellent street food served on thel as but now food truck offers a quality experience. He has also stated the difference between Chinese food van & specialty food truck which serves hygienic gourmet fast food.
8. Fainblum A. (16 June 2017) suggested in his article that its summer and this is your food truck's time to shine. You've dedicated lots of time and money toward your truck, so make sure it gets noticed. Don't just park your truck at the nearest vacant spot you see. Decide how far you're willing to drive, what events you want to attend, and how you're going to stand out from your competitors.
9. Daciuk E. (18th Jan 2018) has explained in his article that how food trucks are in demand. Many entrepreneurs enter into the food truck business just because of running a food truck is much easier than running a full-service restaurant.

10. Bradwy C. (26th Dec. 2016) explains in his article that there are some golden reasons why people love the food truck industry today. Because All of the Amazing Foods & because they are affordable yet taste amazing.



Research Methodology

Significance of the study

This research intends to make the customers aware about the importance of few basic facilities either provided or not provided by the food truck owners or association to retain the business and it also throws light on the practical issues the food truck owners face to maintain the quality and price balance for the products ,this study also proves that there is lot of potential for this industry as there is less investment required and there is option of convenient mobility in case of stagnancy with some place and same crowd

Scope of the study

This research is done with limited scope of two cities only which are 1st tier cities of India and developing in all aspects very very vast. There is potential to explore this food truck business in these cities on different cuisines and its fusion too

Delimitations of the study

There are delimitations found in every research. No investigator can claim that his investigation is complete in all aspects. Thus, the boundaries of the study are called as delimitations.

- The study covers only 2 cosmopolitan 1st tier cities of India that too only from Maharashtra region.
- This study is limited to only customers visit regularly and mostly of the age group between 25 to 45, the owners were interviewed but none of the investors or legal or official authorities were involved.

Sample size

For the purpose of data collection, the total sample of approximately Owners and 100 consumers were selected randomly to answer the customized questionnaire sampling techniques adopted were random stratified sampling and sampling tool was a questionnaire

Procedure for data collection

The investigator circulated a questionnaire online to the customers of various age groups and professionals who are regular visitors of food trucks from Pune and Mumbai area in the selected colleges personally. Questionnaires were distributed among the owners and operational heads to take their revive on specific discussions points and they were requested to give the responses by filling the questionnaire. Information about Food Truck was also incorporated through the social media reviews, websites, and the Association data available online about the Food Truck. This was the most crucial stage of research as the researcher faced a lot of difficulty during this stage.

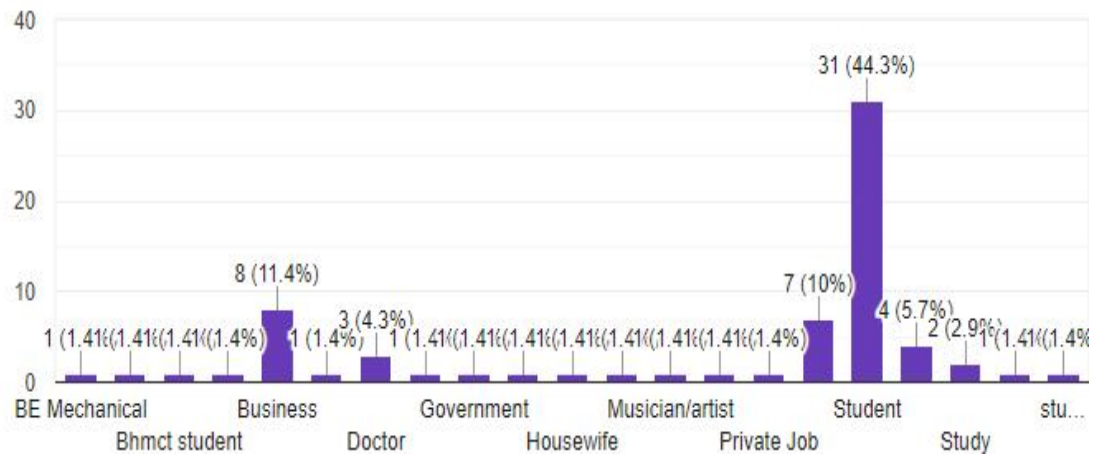
The primary data was collected through the various research papers on related topics, also though the newspaper articles and marketing firms wanting to promote their food trucks

The secondary data was collected through the questionnaire feedbacks and personal interviews

Research gap

Future Research By merging eclectic fusion cuisine with the increasingly social aspects of gourmet food truck dining, these restaurant-on-wheels warrant particular anthropological consideration. Such an examination can elucidate aspects of what local food truck preferences reveal about present day attitudes of what and how we eat. My research on Orlando's gourmet food truck scene helps contribute to anthropological studies on local food ways and dining practices. A more in depth look into Orlando's food truck scene as well as other U.S. cities would lead to a greater understanding of these mobile eateries as purveyors of social and communal interaction through food. Perhaps most important of all in further research projects, is a more detailed look into consumer perceptions of gourmet food trucks and the meaning they provide.

Data Analysis

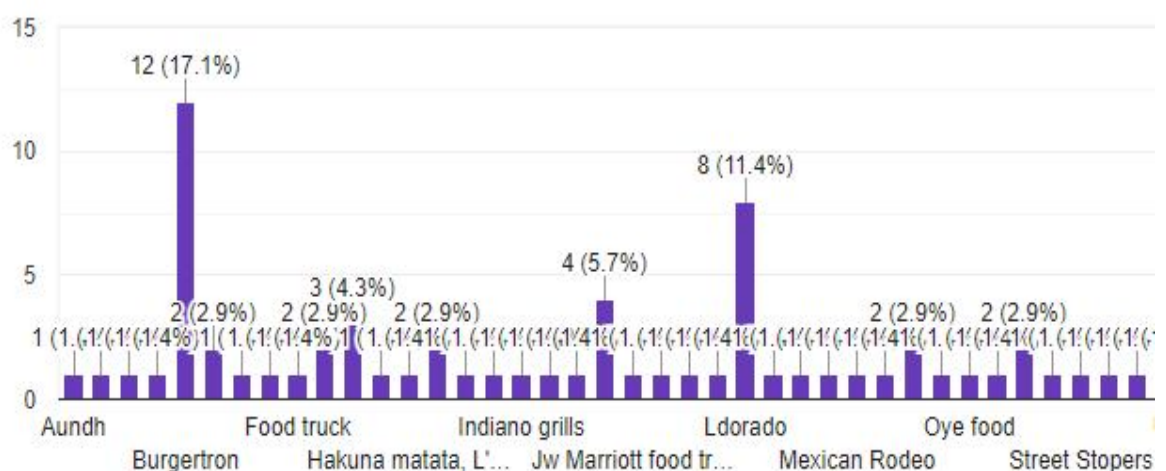


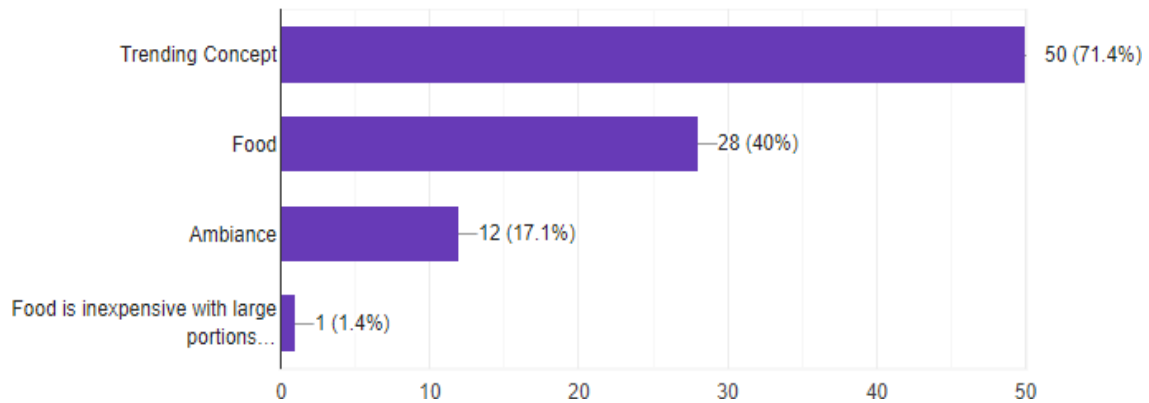
Observations-

The above frequency analysis shows that mostly students, small business entrepreneurs and young employees from private jobs are the regular and potential target customers for food truck business

Interpretation-

This feedback positively confirms that people from the age group 25 to 45 are there most regular and consistent customers of food truck business



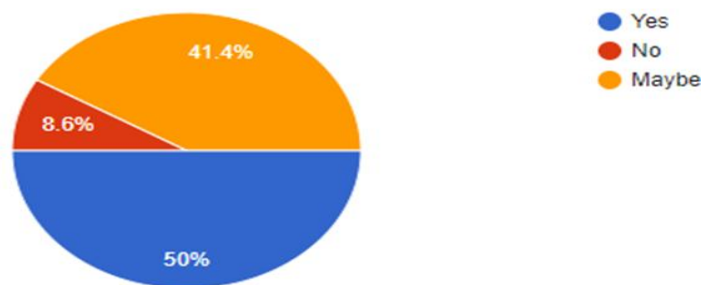


Observations-

70% consumers want to visit food truck because they serve food based on trending concepts which pleases the palate of youngsters. 40% like the taste of the food and total presentation

Interpretation

For this particular feedback specific popular food trucks from Pune and Mumbai were selected to understand what the customers like the most in particular food truck and what needs improving so that the owners will understand their improvement points for better revenue and sustainable business

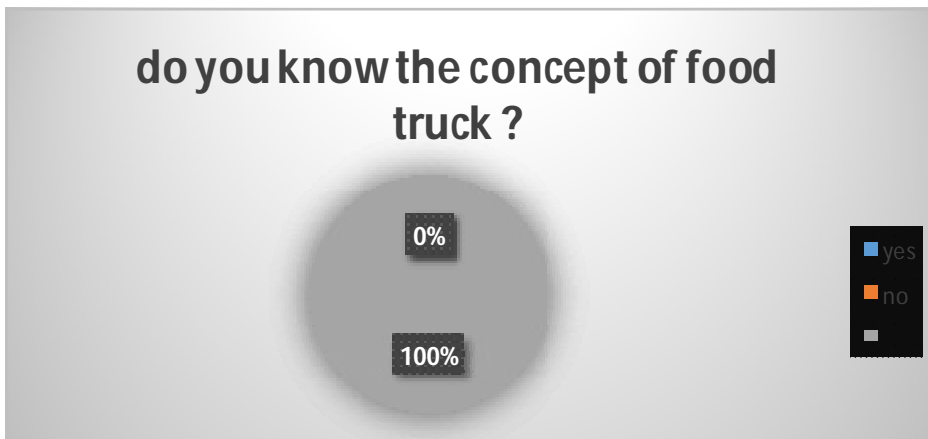


Observations-

50% customers would prefer food trucks over fast food chains or take away and 40% are not sure as it is situational

Interpretation-

for the families food trucks do not always provide good hygienic seating arrangements and the wash room facilities also its mobile kitchen hence the serving of the food is mostly into disposables so 40% customers may or may not prefer food trucks over fast food or QSR out lets



Observation-

100% customers said yes

Interpretation-

It is a well establish concept in the food business with its own set of limitations and benefits but now the new entrepreneurs in the same business do not have to invest in making people aware about the concept

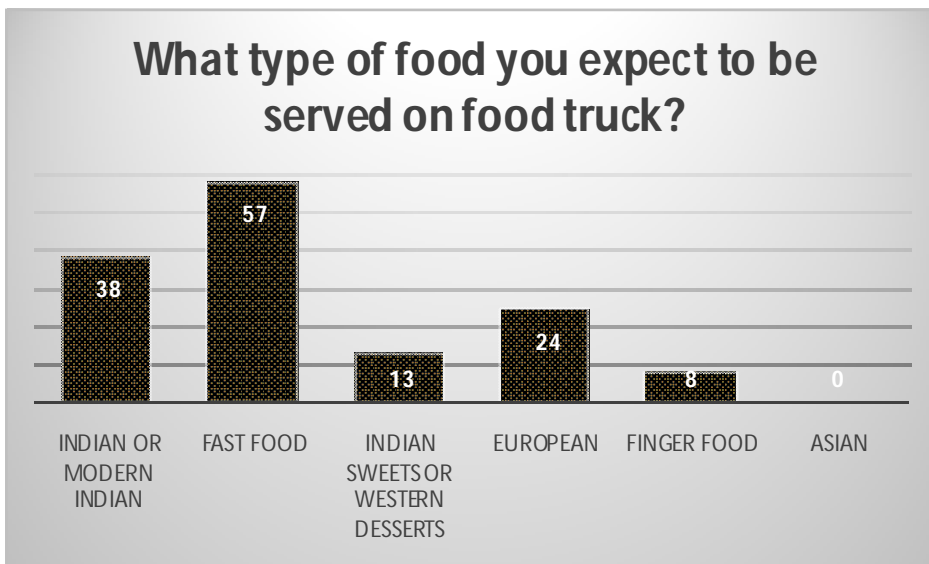


Observation-

28 customers are not very sure about their visit to food truck and probably they are not so regular so their option is can't say. 20 customers said they will visit food truck once a month, and 15 customers said twice a month. 10 consumers said weekly and only 6 said very rare or not so often

Interpretation-

This feedback tells about the % of repeat business food truck gets may be different but few customers who visit weekly or bi monthly or fortnightly are the ones who explore different food trucks always and give feedbacks on social media to encourage other visitors to visit on



Observation-

57 Customers expect to served fast food on food truck, whereas 38 customers want Indian or modern Indian food on food truck. Only 24 customers expect European food.

Interpretation-

Due to awareness on television and from various cookery shows no cuisine has remained novelty hence there is more demand for quick bite to fast food items but the preparations should be either Indian or modern Indian to make they absolutely different and rare

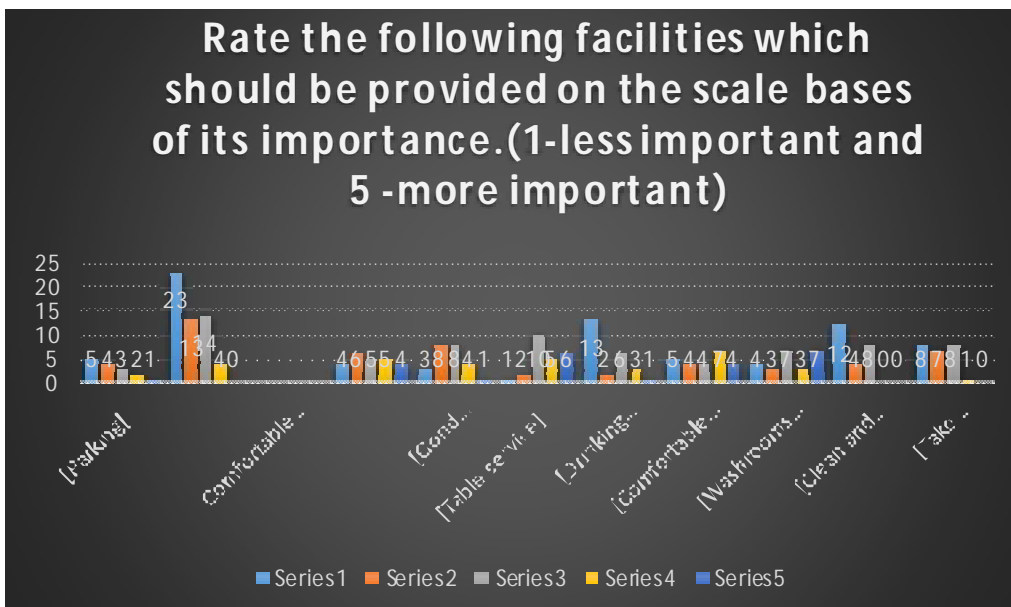


Observation –

Customers are not ready to spend large amount such as 700-1000, 66% are ready to spend only 100-300 rupees. 32% said that they can spend 400-600 rupees.

Interpretation-

food truck being street food and India being the developing country the acceptance of street food as a delicacy or unique product for different experience at a relatively higher price is really difficult soinspiteof good spending power people don't like to spend more than 300 to 400 rs on the food from food trucks

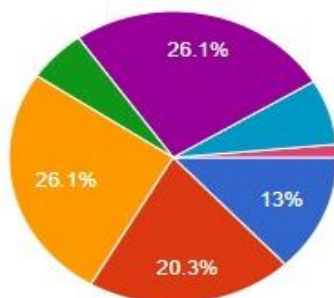


Observations-

More than 70% respondents feel Parking is a very important facility for the sustainability of the food trucks in the Pune and Mumbai city. The other facilities like drinking water, hygienic surrounding, take away or pre-cooking facilities are also equally important and rated high by the respondents

Interpretation-

These facilities mentioned in the observations play an important role on the guest satisfaction also these facilities will ensure the repeat business for the food truck for the same reason there are many proposals for food truck zones to be declared in Pune and Mumbai cities where there are only 1 or 2 zones but the spread of the city is very large for consumers to travel from one corner to other



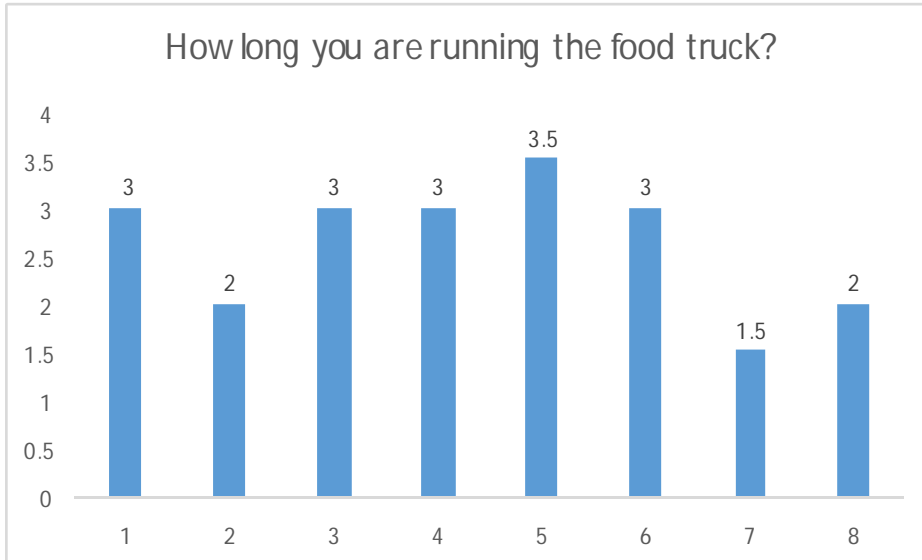
Observations-

26% respondents believe that increased demand of food truck will boost the economic growth of the Pune and Mumbai cities. 26% respondents also believe that this will bring a lot of allied entrepreneurial opportunities and employment opportunities to the youth of the city. 13% respondents felt that the food truck business also helps to spread awareness about different cuisines and different cultures. 20% respondents feel it improves the overall look-out of the street food business and get more pride to the street food

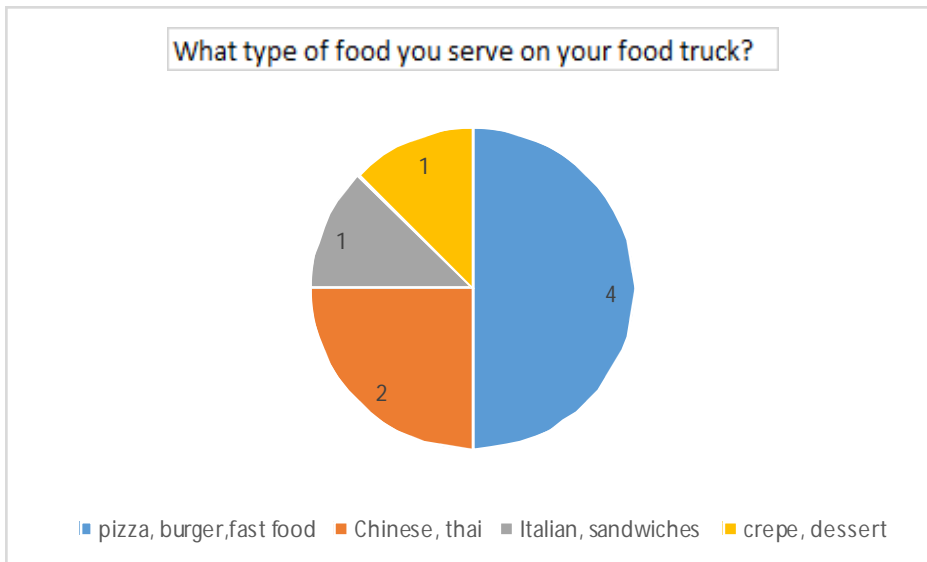
Interpretation-

The food truck business is very important for the cosmopolitan cities of the developing country where different cultures and state people stay together and look for their native food many times little improvised or influenced with local cuisine but that makes them more comfortable in the local area and they feel it like being home. This boosts the overall food tourism business indirectly and helps in employment and economic growth of the area

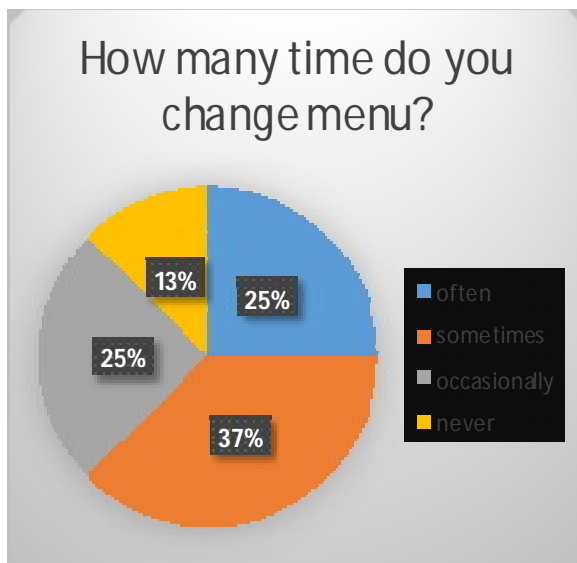
DATA ANALYSIS FOR FOOD TRUCK OWNERS



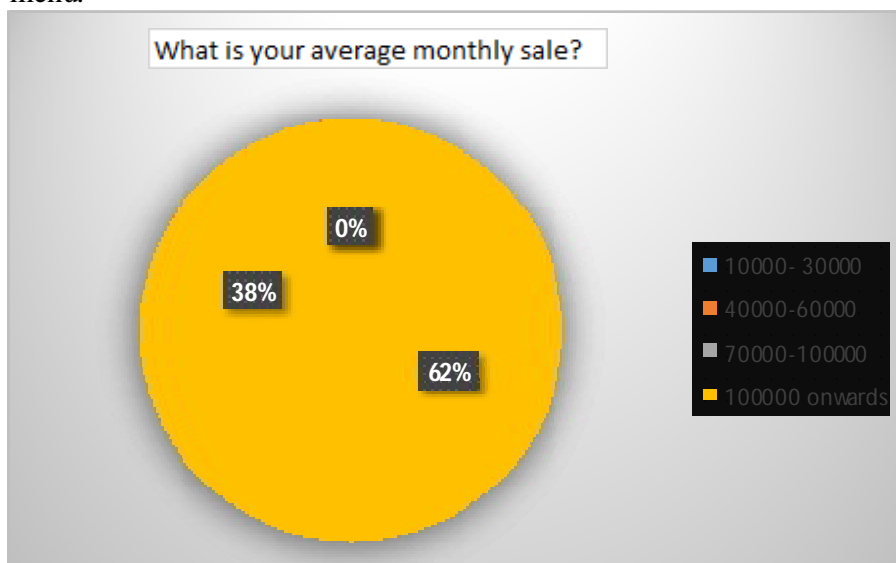
NOTE- from the 8 food trucks who responded to our questionnaire, they are running business between 2-3 years. The food truck concept for pune city is new.



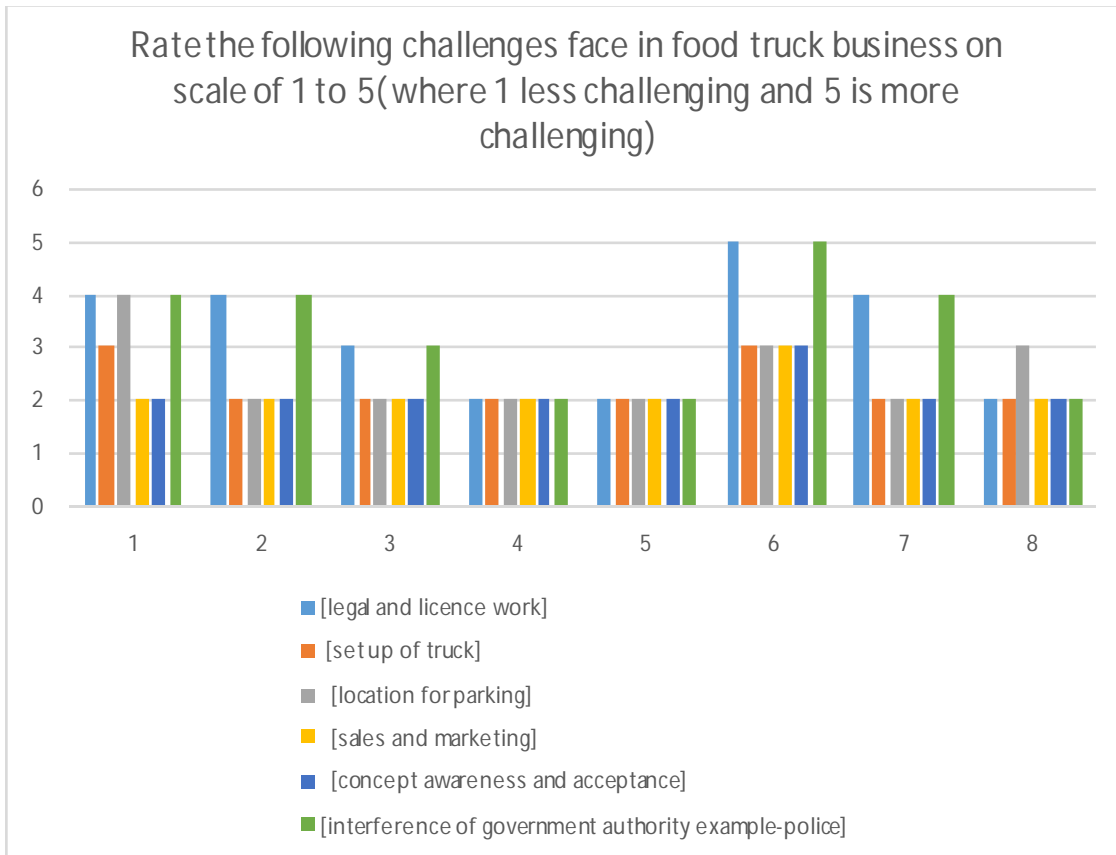
NOTE- 50% food trucks are selling fast food and rest all are European or Asian food. Whereas customers want Indian food on food truck



NOTE- food truck owners prefer to change menu after the particular time. Only 13% are not changing menu.



NOTE- 62% food truck sale is between 10000-30000, which is not so good for pune city. 38% food truck sale is between 40000-60000. Not a single food truck have sale above 70000/-



Conclusion

The research was conducted to find the customer perceptions and preferences about the food truck culture and its food. Different attitudes were identified for different aspects relating to the food truck concept. The research found that most of the respondents visit food truck for the live food and live ambiances that food truck zone provides.

The main research objective was to study the satisfaction and experience of customers and problems faced to start the Food Truck. Following are the conclusions drawn –

- 1) Demand for food trucks is high in Pune.
- 2) Food truck culture is getting popular amongst the youth.
- 3) Social Media plays an important role in advertising a food truck.
- 4) Food truck industry's growth is directly linked with the growth in employment generation of the region and food sector.

According to the survey, people in Pune are familiar to the food truck concept and are liking it. Food trucks are making a new trend in the market. Mostly youth is getting more attracted to the food truck concept.

- 1) In the survey it shows that social media plays an important role for marketing of food truck so every food truck owner should be active on social media to promote his business.
- 2) Food truck festivals should be more popularized among the people of Pune as it is beneficial for growth of food truck culture in the city.
- 3) Most disliked part about a food truck is no seating arrangement, as many food trucks in Pune are parked in an open ground so they should have a seating arrangement.
- 4) Food trucks play an important role in economy of the city and also increase employment.

Conceptual Conclusion-

The Gourmet food truck is something that is very hard to classify because it is a very contemporary, new phenomenon. Food trucks produce meals and snacks that are meant to be served and eaten on the street, but the experience of eating at a gourmet food truck is very different than the "on the go" eating experience of a traditional street food vendor in America. These gourmet food trucks, which usually have extravagant decor and a colorful menu, are constantly on the move throughout a city changing location daily or weekly while their chefs are constantly thinking up new cuisines and dishes to put on their ever-changing menus. The consumers are focusing more on the experience of finding the truck, waiting in line while mulling over the menu and enjoying the ambiance, and enjoying the food with the other foodies who have been standing in line with them, in other words

"Mobile food trucks are creating a lively, atypical experience outside of the traditional street food culture. To extend the idea a bit further, I would suggest that the new gourmet food trucks are actually re-inventing urban spaces that are usually associated with street food and vendors. Instead of just being a place to buy a quick bite and then move to the next destination, these gourmet food trucks with their long lines and novel designs are actually a place for community building and collective enjoyment. Despite this connotation, with the popularization and glamorization of cooking channels and chefs, Indian popular culture has embraced the idea of a foodie and redeveloped to indicate someone who enjoys taking part in an "omnivorous affair" of choosing what to eat. Considering this popularization of food culture and the public's greater recognition of certain health and environmental problems associated with the industrial food system. After tasting the food at any of the food trucks found in Pune and Mumbai, one can understand and be an active part in the shift occurring in American street food culture towards these new food trucks. Some of the factors I previously stated that set new gourmet food trucks apart from classic street vendors bring some aspects of a restaurant experience out into the street—such as a restaurant trained chef & quality ingredients. However, to state the obvious, eating at a food truck is nowhere near the same experience as dining out in a specialty restaurant, or even at a local Applebee's. After exploring some of the fine dining and gourmet aspects of the gourmet food trucks, which help set them apart from their local chaat, vada pav and soda or ice-cream-vending counterparts, or chai tapari,

Some measures to ensure sustainability are as follows

1. Less energy utilization – When taking a gander at the measure of energy required to run a conventional semi-formal café, the general net vitality use is amazing. From the power used to light the business, the cooling and additionally warming, hot lights, stovetops, and dishwashers; the hidden plan of action of eateries advances inefficient vitality use. In contrast to eateries, nourishment trucks empower manageable plans of action by their practically irrelevant utilization of petroleum derivatives required to move them starting with one area then onto the next, which can be additionally diminished by their capacity to change over to biodiesel, making them considerably more earth capable.

2. Privately sourced produce – Another way that nourishment trucks empower practical plans of action is through their endeavors in utilizing privately developed products of the soil in their plans. The measure of vitality required for both the air and ground transport of products of the soil become out of season is immense, and fills in as an empowering agent of proceeded with vitality reliance and non-renewable energy sources squander. By utilizing neighborhood cultivators, centers, and ranchers, nourishment trucks can elevate the homestead to fork plan of action of heavenly regular produce.

3. Low fire up costs – The incredibly significant expenses related with working, staffing, and running a café is frequently restrictive to nearby business and monetary opportunity. Of course, nourishment trucks energize maintainable plans of action by empowering a more extensive cross area of the network the chance to claim

and work their own nourishment truck, which can fill in as a type of neediness decrease for some families. What's more, by opening up the market for expanded nearby speculation and entrepreneurs, numerous networks can profit significantly from the eco-accommodating nourishment truck plan of action.

Nourishment truck business could turn into a practical model in creating nations whose nearby cooking styles can be used to make pay without acquiring the high foundation costs required for ca

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