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A CASE STUDY ON: CART TO CAFE JOURNEY OF ENTREPRENEURSHIP

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Abstract

Entrepreneurship refers to a person who creates a new idea, organise it, sets up a business, runs it and bears the risk of a commercial enterprise. An entrepreneur, is a risk-taker and a dreamer, it takes a lot to start your own firm, and even more to be successful. Entrepreneurship is very important as Entrepreneurs creates jobs, implement innovative ideas into reality. Entrepreneurs make more money so pay more taxes, which helps as a funding for social services and nonprofit organizations. Innovative ideas and developed products or services from entrepreneurs let for the growth of new markets and new National income. This Case Study of Ganesh Bhel is the perfect example of how to dream big, execute and convert our ideas into a successful business.

Keywords: Entrepreneurship, Idea Generation, Hygiene, Products, Services.

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Pedagogical Objectives

- To understand the evolution and factors driving business model of Ganesh Bhel.
- To understand the marketing challenges of products and services.
- To understand the growth strategies.

Case Setting and Positioning

This case study can be taught for Entrepreneurship development, service marketing, marketing strategy etc. in Management courses.

Case: Ramesh Gudmewar is the pioneer of Ganesh Bhel in Pune, an initiative through which he has taken snacks and street food straight to the tables and palates of homes all over the region. It seems difficult to believe that the boy who was very irregular in the school in Nanded travelled to Pune to be with his maternal uncle, and he would one day head a empire based on taste. The idea clicked in mind has taken a form of full fledged enterprise and today, Ganesh Bhel is one of the topmost names in the industry of taste, and the top businessperson of its signature bhel. Odd jobs gave way to an idea and in 1978; Mr. Ramesh rented a hand cart and started selling dry snack known as bhel with just Rs10 as capital at Ganeshnagar opposite Karnataka High School. He became a vendor of bhel, trying very hard day and night to create mouth watering, lip smacking quality of chaat items. Till the year 1996, Ramesh did the said business on the cart by selling bhel and pani puri. His vision changed into bravery when he decided to shift from the simple hand cart to its first fullfledged serviced store in 1998. Later, his sons Rupesh and Dinesh taken it further. Today, they have more than 15 shops in Pune. As a family, they were so acute on bringing a brand value to their bhel and chat. The second generation looks completely into the business operations and has a dedicated staff to handle different outlets. When they started branching out, they first gave franchisees

to their own employees. This way they ensured that the taste and quality would be maintained. They followed the same pattern for outsourcing of farsan and other supplements. They opened production units for their chefs and asked them to produce the same. They have the option of doing more than required preparations and selling them under their own brand name too. This way they built entrepreneurial path within the company.

Gudmewar brothers were having an idea to start more outlets but were not able to find the right manpower to trust so they ventured into retail. Today, they make around 1,000 packaged units on a daily basis for the retail unit. The regular outlets see a footfall of 300 to 400 every weekend and, they produce around 80,000 to one lakh puris every day, all outlets inclusive. Currently, the brand sends out approx. 5,000+ packets per month on International stores.

Promotional Strategies

- With the capable leadership of Gudmewar brothers, Success got its path in the next generation. With determination, right path, proper plan in place for exports, international and national franchisees and a number of quality products in line for its tasteful customer base, Gudmewar brothers Rupesh and Dinesh took the company to a whole new level. Brothers worked on the principle of sincerity since beginning, and added that creative leadership comes with exercising the vision that transforms the traditional role of commander to the coach, from manager to mentor, from direction to delegation.
- With this principle, the Gudmewar brothers moved ahead and successfully fulfilled their first international order from Dubai in 2009. Since then it became the regular shipment of 5,000 packets.

Distinctiveness:

- Boxes with attractive zip lock packaging actually tells of an exotic quality and the heritage from which their food has been prepared, is the true hallmark of the product that Ganesh Bhel brings to the society. Ganesh Bhel grabs the attention of people around you, whether you are bringing it home for a quick snack or you are serving it for a get together, or even gifting it to your closer ones.

- Moreover, Ganesh Bhel is also known for the cause of hygiene and preservation. The boxes are layered in a double wrapping style which ensures that the entry of germs and bacteria is impossible, while the food within remains fresh instead of turning soggy in various weather conditions. They leave absolutely no scope for contact with the air and hands outside, which makes it hygiene and fresh. The very original dish - Bhel is properly sealed and protected to avoid spoilage and leakage.

**DRY BHEL**

Comprising of the flavors blended with Puffed rice which gives an invigorating taste with each bite of it.

**FLAVORED PANIPURI**

The crunchy shell and the tangy filling within it is enough to send anyone into a delightful frenzy.

**MUMBAI SHEVPURI**

Fiery, Sweet and tart chaat with different tastes which is an assembly of all mouth watering ingredient stuffed on one poori made using fresh wheat floor which is healthy too.



PACK FOOD

Family package is available with all fresh ingredients stuffed inside packet so you one can make delicious Bhel at home. It accompanies all ingredient with ready to make recipe guiding.



Grilled Sandwiches



Sizzler Chaat



Taco Chaat

Strengths

- Ganesh Bhel and Chaat Products received its ISO 9001:2008 in 2012 which has set Ganesh Bhel unique from its competition and makes it one of the leading names in the industry, thanks to its hygiene standards.
- Ganesh Bhel started their own website way back in 2004.
- They have installed CCTV cameras at all their outlets to keep a watch on the stocks at all branches.
- They have also set up automated software at all branches.
- They are also working on automated bhel vending machines which will soon be available.



THE BEST INDIAN DISHES AWARD
This award was given to Ganesh Bhel for its exemplary contribution in the field of culinary delights.



INDIAN KITCHEN SPECIALITIES AWARD
This award was conferred in recognition of the the best factory settings.

Competitive Advantage

- Kalyan bhel & Kailas bhel who are the competitors to Ganesh Bhel sells the products at higher price range than Ganesh bhel, so quality product with low price is the biggest advantage for Ganesh bhel.
- Ganesh bhel has a good market reach and also has a big export network too. They export their products to 10 different countries such as Dubai, Canada, USA, Australia, Singapore, Netherlands etc. 90% Indian people from these countries and 10% foreigners are their customers.
- Ganesh bhel has 15+ outlets in Pune and they also have a tie-up with Swiggy & Zomato for online delivery of their product.
- Their product packs are also available in DMART, Reliance Mall & Star Bazaar.
- They have also started delivering their product in IT companies and have outlets in Infosys, TCS & Capgemini.
- Ganesh bhel has a R&D team which continuously does survey to know customer's choices & preferences and introduces new products accordingly. Matki bhel is the example of it.

Challenges & Solutions

Quality Assurance

- As per an article in famous DNA-India, the incident of a pani puri vendor near Shaniwarwada using toilet water for making Pani puri has shocked Puneites. The Chaat vendors in the city should take a cue from the popular joint, Ganesh Bhel.
- Ganesh Bhel makes use of mineral water for its mouth watering Pani Puri, which ensures clean ingredients enter the system of the diner. A tie up with Bisleri - Mineral water brand are used to create the tangy water that gives Pani Puri its main flavor. Moreover, the ingredients are sourced from the very best places, whether it is the

grains or the flour or the fresh ingredients and spices used in the preparation of the food. The crisp and the fresh taste is down to the fact that each ingredient is handpicked and checked before it is used, in keeping with the standards laid down by the various food inspection organizations of the country.

- Dinesh wanted the brand to be an international name and be able to cater to every country possible. In 2009, they received their first big international order from Dubai. However, after the entire shipment was ready, they realized that they were being duped. His brother trusted him and had invested Rs.50, 000 from his fixed deposit in it. Mr. Dinesh was completely depressed after this incident. But he got a big support from his family and then in 2012, he clubbed his honeymoon and business trip to Singapore and that's when their first international order happened.

Future expansion plans

- Ganesh bhel is planning to start with travel packs of their products to market in Flights, Trains & Buses that will be very convenient to have in travels and will be totally ready to eat.
- Ganesh Bhel Cafe serves Sandwiches, different types of drinks in their Cafes along with their famous Chaat items and planning to start more Cafes to attract gen Z.
- As a CSR initiative, they have recently trained 8-10 girls from rural area for 6 months and planning to give training to more as many are showing interest in the same. These girls will work in the Ganesh bhel outlets on Air ports.

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