

APPENDICES

APPENDIX – I

Inquiry No.

Date

1. Name of the Caterer : _____
2. Name of Catering Enterprise : _____
3. Year of Establishment : _____
4. Residential Address Business Address

Telephone No.: Telephone No.:
Mobile No. : Email :

5. Gender :
 Male Female
6. Marital Status :
 Married Unmarried Widowed Separated/Divorce
7. Age (in years) :
 18-25 26-35 36-50 Above 50
8. Educational Qualification :
 Non Matriculate Matriculate Graduate Post Graduate
9. Main Occupation :
 Agriculture Service/Job Self Employment Any other
10. Annual Income from : _____
Catering Business (in Rs.)
11. Total Annual Income of : _____
Family (in Rs.)
12. Nature of your Catering Business.
 Off-Premise Catering On-Premise catering Both
13. Why have you started Catering Business?
 Interest in Catering Potential for Growth Unemployed
 Higher Income Responsibility of Family

14. Please indicate the number of events handled by your catering business.

- 1-5 catered events per month
- 6-10 catered events per month
- 11-20 catered events per month
- More than 20 catered events per month

15. Which of the following supplementary services do you provide?

- Music/ DJ
- Flower / Stage Decoration
- Tent/Pandal
- Lighting

16. Nature of equipments / utensils provided by you?

- Owned
- Rented
- Customers

17. How many persons are employed by you?

Full Time		Part Time		Seasonal	
Male	Female	Male	Female	Male	Female

18. Does your business have an official website?

- Yes
- No

19. How many delivery vehicles do you own?

- 1
- 2
- 3
- Nil

20. Which is your **Signature** :

Menu Item?

21. Which method of service is provided by you?

- Buffet-Serve Yourself
- Seated-Servers serve the meals
- As per the requirement of the customer

22. Which of the following advertising media do you use?

- Daily Newspapers
- Pamphlets
- Wall Painting and Hoardings
- Mangalkaryalya
- Personal/Word of Mouth
- Radio
- Local Cable Television
- Participation in Trade Fairs/Exhibitions
- Friends and Relatives
- Calendars and Diaries
- Visiting Cards

Internet

23. In your opinion, which promotion technique/s is more effective?

Advertising

Personal/Word of Mouth

Publicity

24. Do you take loan for catering services?

Yes No

25. If yes, mention the sources of loan

S.N.	Sources	Amount (in Rs.)
A]	Institutional	
1.	Commercial Banks <input type="checkbox"/>	
2.	Co-operative Banks <input type="checkbox"/>	
3.	Co-operative Society <input type="checkbox"/>	
4.	Nationalized Bank <input type="checkbox"/>	
5.	Other Banks <input type="checkbox"/>	
B]	Non-Institutional	
1.	Money Lenders <input type="checkbox"/>	
2.	Friend/Relatives <input type="checkbox"/>	
3.	Private Vendors <input type="checkbox"/>	
4.	Landlords <input type="checkbox"/>	
5.	Any Other <input type="checkbox"/>	

26. Period of Loan/Type of Loan

Short Term (upto 5 yrs.)	
Medium Term (5-15 yrs.)	
Long Term (above 15 yrs.)	

27. Does Government provide concession for loan?

Yes No

28. Did you repay the loan on time?

Yes No

29. Did you face difficulty while obtaining loan?

Yes No

30. Do you get subsidy from government?

Yes No

Please rate each statement below according to your opinion. You may use any number between '1' to '4' as shown in the Likert's 4- point scale, where '1' means you always agree to the statement, while '4' means you never agree to the statement.

Always	Most of the Time	Sometimes	Never
1	2	3	4

A. [REDACTED]

S.N.	Statement	1	2	3	4
1	You always use nutritional and healthy ingredients while preparing food.				
2	You take care of validity of raw material like Trade Mark, Expiry Date etc.				
3	You give daily preference to purchase raw material.				
4	You discuss and prepare all food menus in consultation with your chef and function manager.				
5	You believe in quality before quantity for menu and services				
6	You provide Innovative and variety of Dishes and other services.				
7	You present, arrange and garnish menu and services as per the demand of your customer.				
8	You always use Silver Foils, Tissue Papers etc for presenting food.				
9	You take care of cleanliness and hygiene of equipments and utensils.				
10	You follow the 4Cs i.e. Cleaning, Chilling, Cooking, Cross-Contamination for good hygiene.				
11	You are creating the "Wow!" factor in your menu and services.				

B. [REDACTED]

S.N.	Statement	1	2	3	4
1	You consider quality, variety and exclusivity while deciding the price of menu and services.				
2	You charge the price of menu and services as per competitors.				
3	You consider the season while fixing the price.				
4	You consider Geographical Area while fixing the price				
5	You charge separately for services like Tent, DJ, Floral arrangement and specific food like Ice-cream, Juice etc.				
6	You take advance payment from customers.				
7	You give special discounts for regular customers.				
8	You negotiate the price if customer insists you.				
9	You give credit facilities to customers				
10	You have your payment and Cancellation policies.				

C. [REDACTED]

S.N.	Statement	1	2	3	4
1	You offer convenience facilities like Mobile catering, Tea-Coffee, Cold-drink vendor machines to the customers.				
2	You have tie up with other caterer or Mangalkaryalya.				
3	You are transporting food in packaging or containers that protect it from contamination.				
4	In your opinion, the quality of equipments and utensils are good.				
5	Vehicles used to transport food are kept clean and in good repair.				
6	You always give attention to proper disposal of waste.				

D. [REDACTED]

S.N.	Statement	1	2	3	4
1	Your staff attends Cookery Shows, Trade Fairs, food exhibitions etc.				
2	You display the menu item and prices of menu to customers.				
3	You display the special dish of the day to customers.				
4	You give some items free as a token of love like Tea, Coffee, Chocolates, Tissue papers, Tooth Picks etc.				

E. [REDACTED]

S.N.	Statement	1	2	3	4
1	Your method of Food Production				
	Cook-and-serve				
	Cook-and-hold				
	Cook-and-chill				
	Cook-and-freeze				
2	You use modern equipments.				
3	You offer mobile services to customers.				
4	You strictly follow the time in processing of order and services.				
5	The time for menu deliver is appropriate.				

F. [REDACTED]

S.N.	Statement	1	2	3	4
1	You give training to new staff like chef, waiters etc.				
2	You provide hand gloves, Chef Cap, Aprons to your staff while preparing and serving the food.				
3	The knowledge of your staff is updated by participating in cookery shows, trade fairs and exhibitions.				
4	You provide monetary/non-monetary incentives to your staff.				
5	You provide special incentives to staff in seasonal period.				
6	You provide adequate staff welfare measures.				
7	You provide dress code to your staff.				
8	You assess first aid facility to your staff at your workplace.				
9	You provide a Doctor or environmental health service to your staff.				

G. [REDACTED]

S.N.	Statement	1	2	3	4
1	The external appearance of your premises is attractive				
2	You provide appropriate lighting in Venue.				
3	You keep the function area clean.				
4	The décor of venue are visually appealing.				
5	You provide adequate water supply and washing facilities				
6	You provide separate hand wash basins for the guests.				
7	You provide proper seating arrangement to your customers.				
8	You give sufficient and comfortable parking place.				
9	You display Caterer's banner very attractively.				
10	You display menu very attractively.				

31. While providing catering services which problems are facing by you?

I] General Problems

<p>A] Marketing Problem</p> <ul style="list-style-type: none"> <input type="checkbox"/> Competitive Price <input type="checkbox"/> Poor Marketing Design <input type="checkbox"/> Competition from Hotels and Restaurants <input type="checkbox"/> Lack of Storage Facilities <input type="checkbox"/> Lack of Advertisement <input type="checkbox"/> Sudden Changes of price of Raw Materials 	<p>B] Financial Problem</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lack of Credit Facilities <input type="checkbox"/> Problem of Capital
<p>C] Administrative Problem</p> <ul style="list-style-type: none"> <input type="checkbox"/> Non-cooperation among Staff <input type="checkbox"/> Lack of Manpower Planning <input type="checkbox"/> Lack of Training <input type="checkbox"/> Lack of Motivation <input type="checkbox"/> Lack of Professionalism 	<p>D] Labour Problem</p> <ul style="list-style-type: none"> <input type="checkbox"/> Scarcity of labours <input type="checkbox"/> Lack of Skill
<p>E] Technical Problems</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lack of Dissemination of Information <input type="checkbox"/> Lack of Modern Equipments 	<p>F] Natural Problems</p> <ul style="list-style-type: none"> <input type="checkbox"/> Weather Conditions <input type="checkbox"/> No Season for Functions
<p>G] Political Problems</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lack of System of Subsidy <input type="checkbox"/> Low State Participation <input type="checkbox"/> Lack of Co-operative Societies 	<p>H] Other Problems</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lack of Research and Innovations <input type="checkbox"/> Lack of Quality Production

II] Specific Problems

<ul style="list-style-type: none"> <input type="checkbox"/> Illiteracy <input type="checkbox"/> Lack of Economic Holdings <input type="checkbox"/> Seasonal Activity <input type="checkbox"/> Lack of Transportation Facilities <input type="checkbox"/> Poor Quality Equipments/Utensils <input type="checkbox"/> Women Labour

32. Are you a member of any catering organization/Association?

- Yes No

33. What is your opinion about future prospects in catering Service?
