TOPIC- FOOD STALL

OBJECTIVE: TO UNDERSTAND THE MARKET PRE AND POST-PANDEMIC.

GROUP NO.2

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INTRODUCTION

Indian food is often spicy, sometimes oily, and always delicious. It's also a great equalizer with people from all classes and economic backgrounds lining up at popular vendors. Today, there are an estimated 50 to 60 lakh street vendors in India, with the largest concentrations in the cities of Delhi, Mumbai, Kolkata, and Ahmedabad. According to a report by FAO (Food and Agriculture Organization), around 2.5 million people tend to eat street food daily. This is how significant the street vendors and their stalls are in our lives. We unknowingly interact a lot every day with a delicious meal on the table as a mode of communication. As a result, starting a street food business today is a highly lucrative endeavor.

Due to the Pandemic situation and lockdown, every business suffered a huge loss.

Food stalls which were set up in the office area suffered a lot. Because maximum office work was shifted online. And due to the lockdown, they did not open their store also.

Before the pandemic situation, office work people went to these kinds of stalls because they did not charge high prices even though they served good food. These roadside food stalls are not so hygienic, so in the post-pandemic time, many people are avoiding them even though they are the previous customers of these stalls. Due to all those reasons, the owners of those food stalls face some losses, and we are trying to show how much they do losses this time through our project.

It is very difficult to survey the total market that's why we did our survey in Newmarket and Salt Lake areas. And we collected our data in a small sample size of 30 stores from mentioned areas.

What we did do in this project?

- Market survey to collect data from food stalls, tea stalls, and stationary stalls.

- For this survey, we choose two small but considerable sections of this huge market i.e. New Market and Saltlake to access or to get an idea of the entire market

- We collected a lot of important figures or numbers related to their business (earnings, cost) to get an idea of their lives and the standard of living they could afford for themselves.

METHODOLOGY

Methodology Approach: Quantitative research

We are using Quantitative research which is generally associated with the positivist paradigm. It usually involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions can be drawn.

Data collection and/or selection: We have done a primary survey to collect those data.

Place:

    i)   Newmarket, Kolkata
    ii)   Salt Lake, Kolkata

Software Used:

a) Ms. Excel
b) Ms. Word

Data Description

sl. No.	Total Year of Business	What Kind of stall	Monthly Net Income
1	10	Food	40000-50000
2	9	Tea	20000-30000
3	13	Tea	25000-30000
4	7	Stationary	30000-35000
5	5	Food	40000-50000
6	3	Food	35000-40000
7	23	Tea & Food	23000-25000
8	38	Food	50000-60000
9	24	Food	40000-50000
10	13	Food	37000-40000
11	8	Food	25000-30000
12	13	Food & Tea	30000-35000
13	17	Food & Tea	25000-28000
14	8	Tea	15000-18000
15	4	Food	25000-30000
16	14	Food	40000-45000
17	34	Tea & Food	30000-32000
18	19	Tea	15000-16000
19	21	Tea	13000-15000
20	32	Food & Tea	35000-40000
21	11	Food	35000-38000
22	7	Tea	15000-18000
23	10	Stationary	18000-20000
24	10	Food & Tea	40000-42000
25	5	Food	35000-37000
26	19	Stationary	20000-25000
27	13	Stationary	15000-18000
28	27	Food	40000-45000
29	24	Food & Tea	38000-40000
30	23	Food	35000-45000

Pre-Pandemic (Salt Lake)

sl. No.	Total Year of Busine	What Kind of stall	Monthly Net Income
1	10	Food	15000-16000
2	9	Tea	18000-20000
3	13	Tea	13000-15000
4	7	Stationary	10000-12000
5	5	Food	17000-18000
6	3	Food	15000-16000
7	23	Tea & Food	13000-15000
8	38	Food	22000-25000
9	24	Food	25000-30000
10	13	Food	30000-35000
11	8	Food	20000-25000
12	13	Food & Tea	12000-15000
13	17	Food & Tea	20000-25000
14	8	Tea	13000-15000
15	4	Food	15000-16000
16	14	Food	8000-10000
17	34	Tea & Food	15000-20000
18	19	Tea	15000-18000
19	21	Tea	18000-20000
20	32	Food & Tea	30000-32000
21	11	Food	30000-35000
22	7	Tea	12000-15000
23	10	Stationary	7000-8000
24	10	Food & Tea	28000-30000
25	5	Food	14000-15000
26	19	Stationary	5000-6000
27	13	Stationary	9000-10000
28	27	Food	30000-35000
29	24	Food & Tea	28000-30000
30	23	Food	15000-16000

Post-Pandemic(Salt Lake)

sl. No.	Total Year of Business	What Kind of stall	Monthly Net Income
1	60	Tea and Food	160000-215000
2	15	Tea	45000-70000
3	20	Food	125000-150000
4	10	Tea	160000-215000
5	21	Food	90000-115000
6	60	Food	165000-220000
7	7	Tea	100000-125000
8	25	Food	65000-90000
9	8	Tea	45000-70000
10	54	Tea and Food	160000-215000
11	12	Stationary	45000-70000
12	21	Food	135000-160000
13	17	Tea	155000-200000
14	40	Tea and Food	130000-155000
15	27	Tea	45000-70000
16	35	Food	100000-125000
17	25	Food	95000-120000
18	35	Tea	45000-70000
19	12	Tea	70000-95000
20	10	Food	70000-95000
21	14	Food	130000-155000
22	19	Food	150000-205000
23	28	Food	160000-215000
24	32	Tea	130000-155000
25	26	Tea and Food	90000-115000
26	23	Food	120000-145000
27	19	Tea	105000-130000
28	15	Food	90000-115000
29	22	Tea	75000-100000
30	29	Food	65000-90000

Pre-Pandemic(New Market)

| sl. No.	Total Year of Business	What Kind of stall	Monthly Net Income
1	60	Tea and Food	30000-40000
2	15	Tea	15000-20000
3	20	Food	25000-30000
4	10	Tea	30000-35000
5	21	Food	40000-50000
6	60	Food	40000-50000
7	7	Tea	30000-40000
8	25	Food	40000-45000
9	8	Tea	35000-40000
10	54	Tea and Food	60000-70000
11	12	Stationary	30000-40000
12	21	Food	30000-35000
13	17	Tea	35000-40000
14	40	Tea and Food	25000-30000
15	27	Tea	20000-25000
16	35	Food	40000-45000
17	25	Food	28000-30000
18	35	Tea	15000-16000
19	12	Tea	10000-12000
20	10	Food	30000-32000
21	14	Food	30000-32000
22	19	Food	35000-40000
23	28	Food	30000-32000
24	32	Tea	20000-22000
25	26	Tea and Food	35000-37000
26	23	Food	18000-20000
27	19	Tea	15000-18000
28	15	Food	30000-35000
29	22	Tea	25000-27000
30	29	Food	30000-32000

Post-Pandemic(New-Market)

The above data shows the monthly income of those stalls which we covered during our survey.

And it is also representing how many years they are running their business and what kind of stall they are running.

# Analysis:

New Market (Pre-Pandemic):

In the New Market area, the stall is massive in size as they provide services to a huge pool of customers, and the business, they make is significant. The range of income in this area lies from 45k to 195k but that never reflects the actual profit they make Because the numbers here include the labor cost and another cost that is required to run a business of such grandeur as the labor cost and others cost it is uncertain data the was not revealed to us by the stall owners.
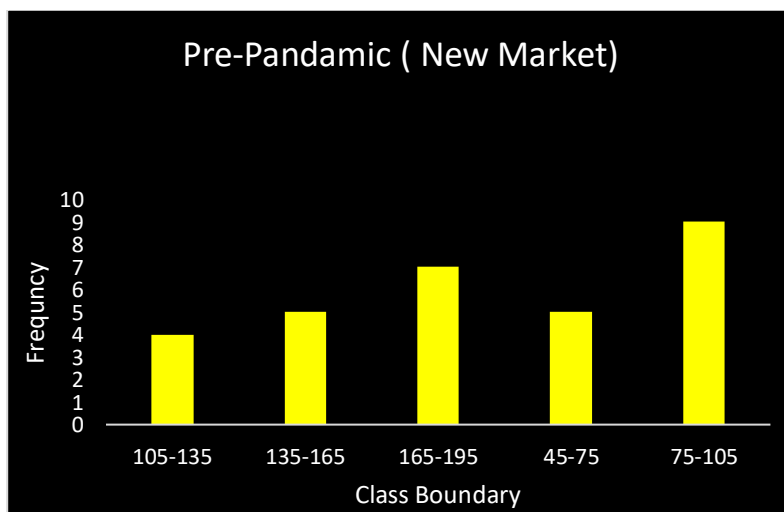
(Every digit in a thousand)

The above graph represents the monthly income of the people who have a small stall of food, stationary, and tea before the pandemic.
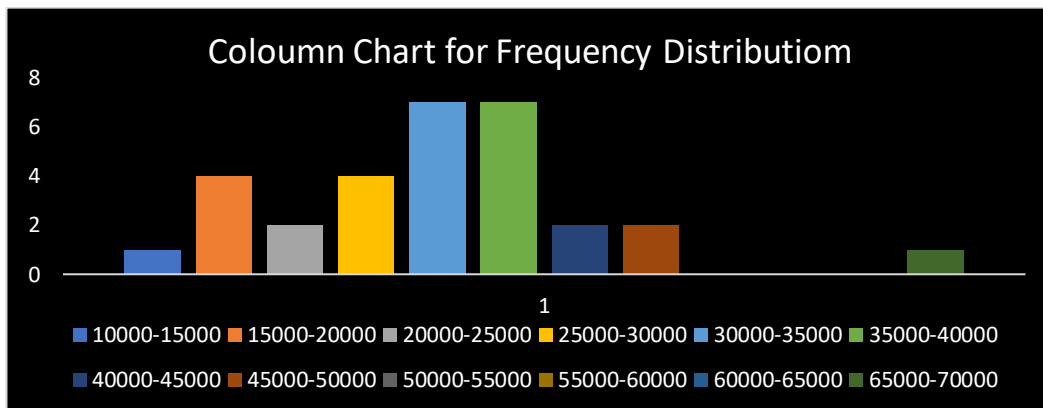
1) Mean	120		Width	30			
2) Mean Deviation	656						
3) Standard Deviation	76.4						
4) Quartile Deviation							
	First Quartile		Q1		Interpolation		Q1
			7.5				83.3
	Second Quartile		Q2		(MV-UV)/(LV-UV)		Q2
			15				112.5
	Third Quartile		Q3				Q3
			22.5				162
5) Median	112.5						
6) Mode	88.3						

Box Plot For Frequency Distribution
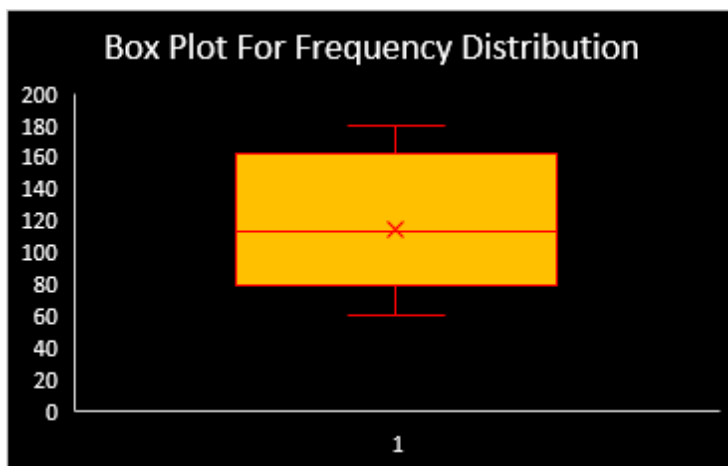
	Chart for Box Plot (In Terms of 000's)
Minimum	60
First Quartile	83.3
Median	112.5
Third Quartile	162
Maximum	180
Mean	120
IQR	78.7
Lower Quartile	-34.75
Upper Quartile	280.05

The above box plot shows the positively skewed data.

Post-Pandemic (New Market):

Minimum	10
Q1	25.6
Q2	32.8
Q3	38.2
Maximum	70
IQR	12.6
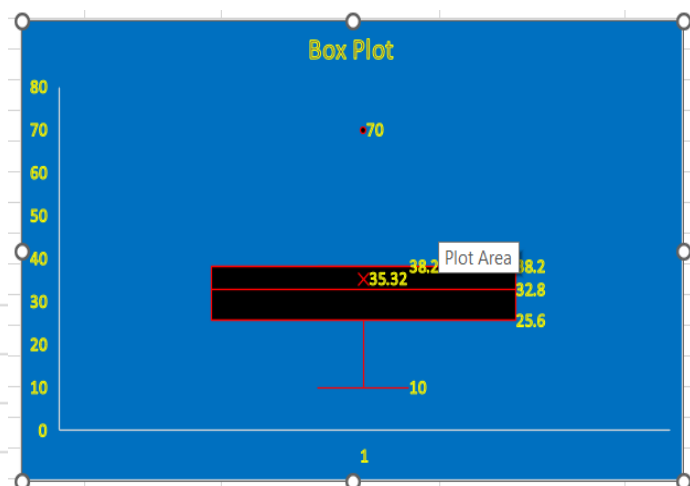
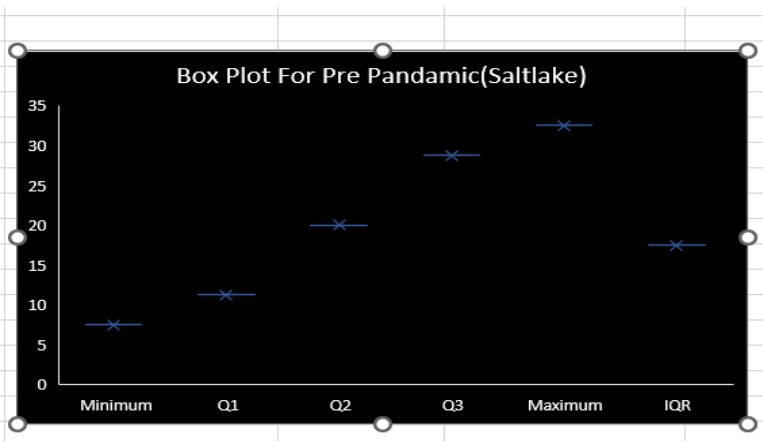|		
(Mean)x bar =	32.5	Mean Deviation =(1/30)*240 = 8
		Standard Deviation = 11.03

Pre-Pandemic (Salt Lake):

In the Saltlake area, the range of income lies from 5k to 35k and the highest frequency lies from 15k to 20k which shows the average earnings of the vendors here. The data could be segregated in a better way as the cost of labor and other miscellaneous charges could be included.
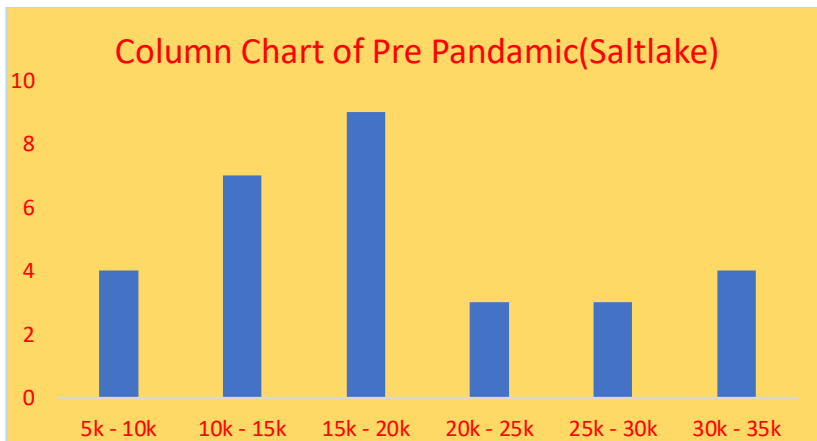
Column Chart of Pre Pandamic(Saltlake)

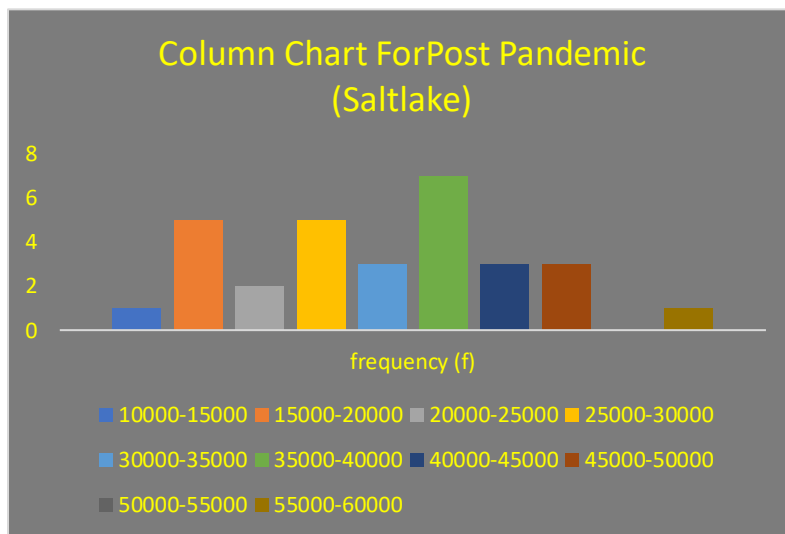| class boundary	5k - 10k	10k - 15k	15k - 20k	20k - 25k	25k - 30k	30k - 35k
frequency	4	7	9	3	3	4

The above graph represents the monthly income of the people who have a small stall of food, stationery, and tea before the pandemic.

class boundary	frequency (f)
5k - 10k	4
10k - 15k	7
15k - 20k	9
20k - 25k	3
25k - 30k	3
30k - 35k	4

Minimum	7.5
Q1	11.25
Q2	20
Q3	28.75
Maximum	32.5
IQR	17.5

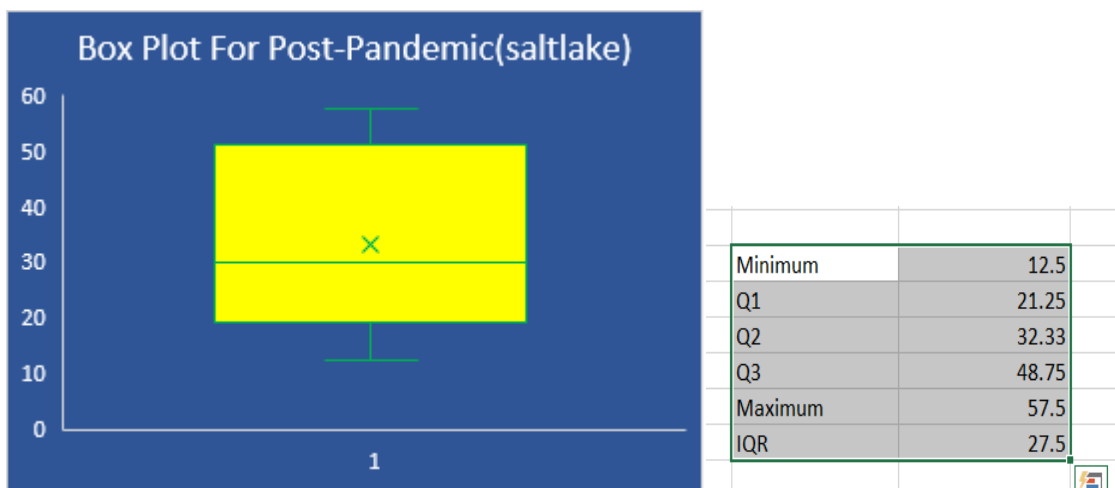Box Plot For Pre Pandamic(Saltlake)

The above box plot shows the negatively skewed data.

Post-Pandemic (Salt Lake):
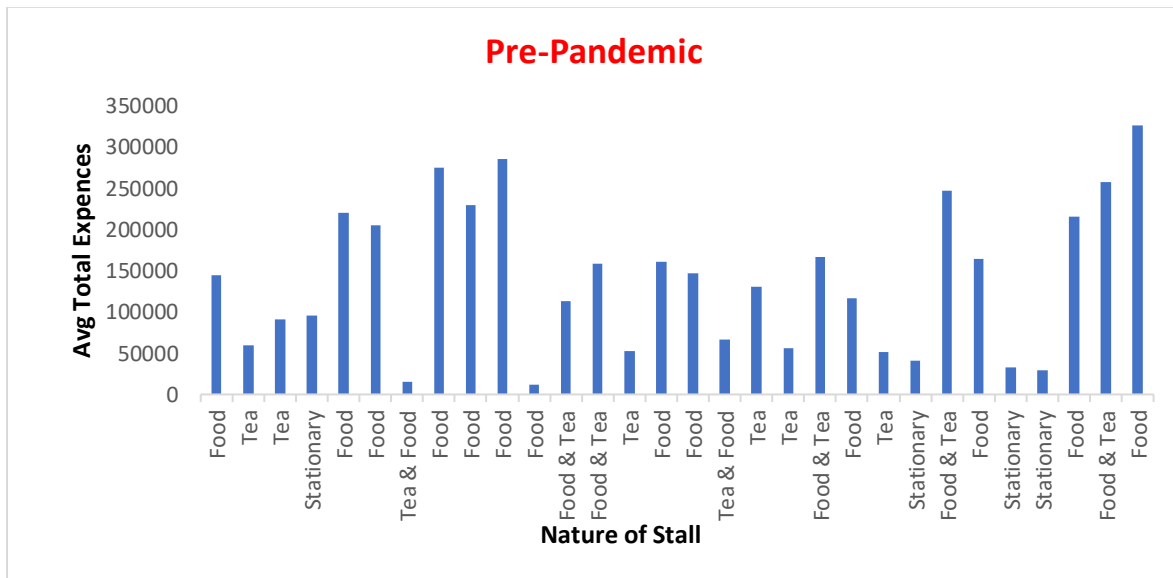
The above graph represents the monthly income of the people who have a small stall of food, stationery, and tea after the pandemic.
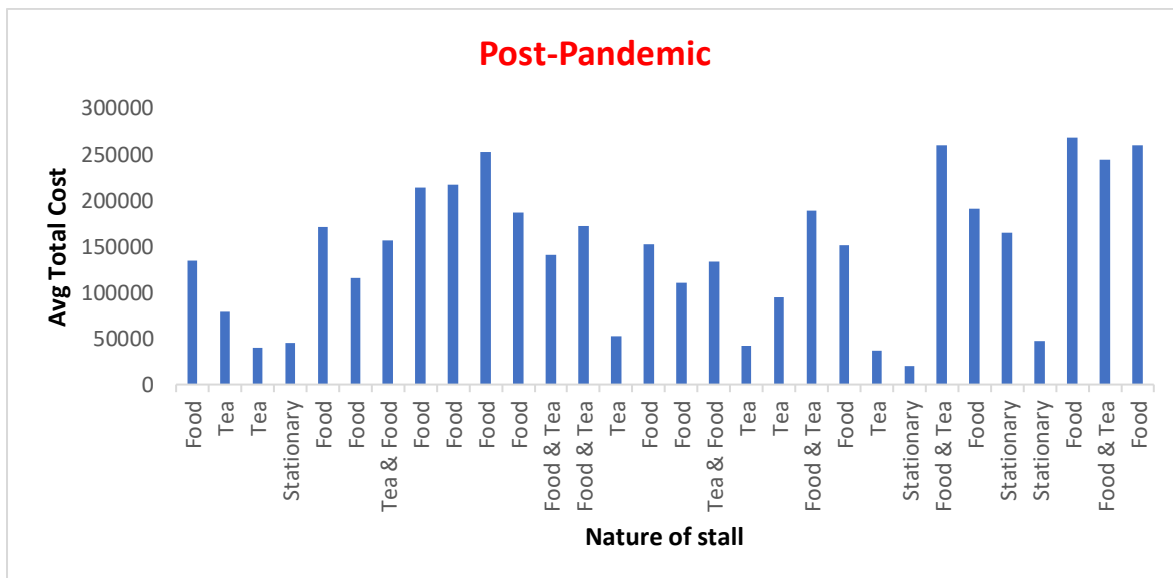

Minimum	12.5
Q1	21.25
Q2	32.33
Q3	48.75
Maximum	57.5
IQR	27.5

The above box plot shows the positively skewed data.
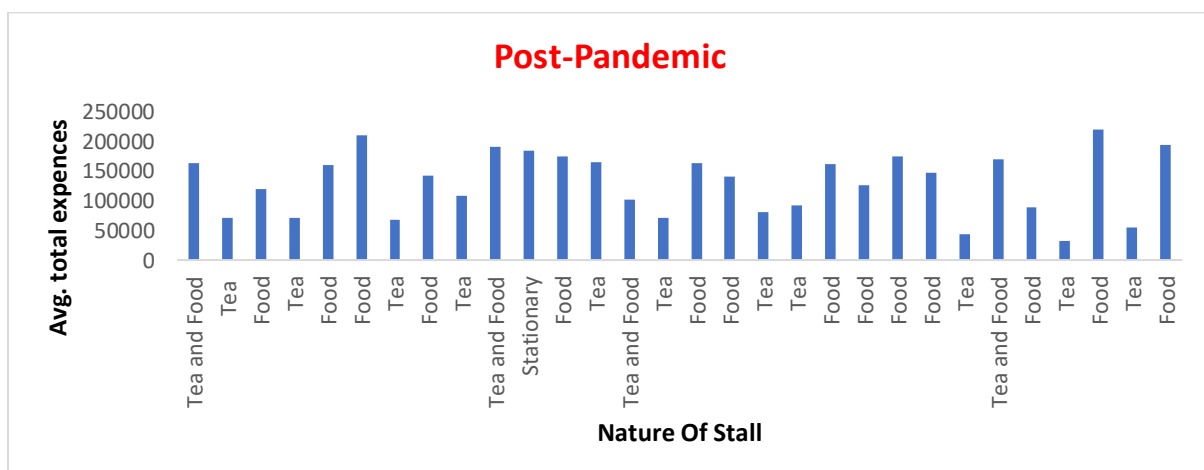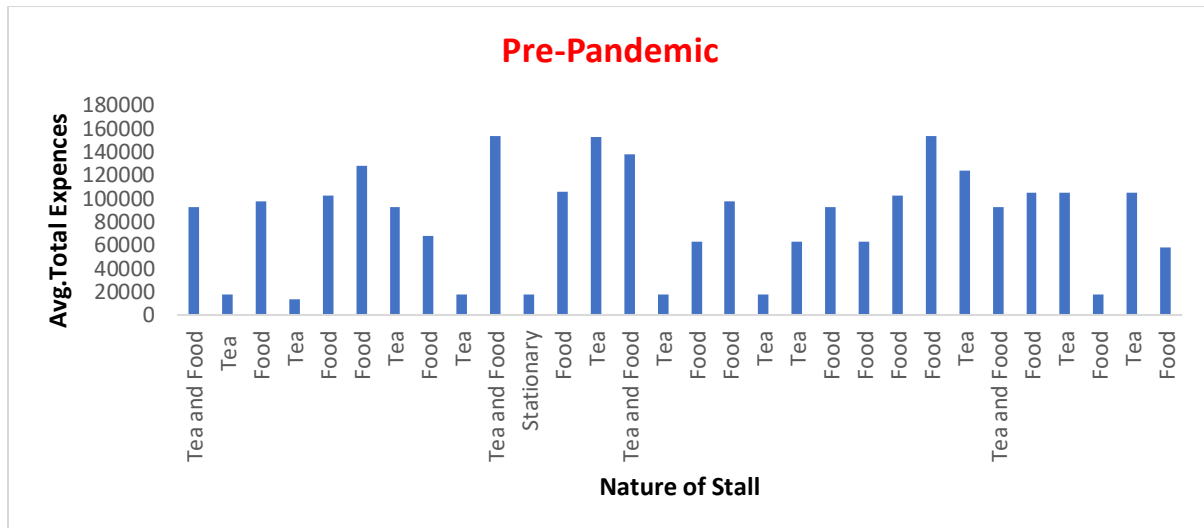
Analysis:

[For Salt Lake area]

Through this graph, we can easily understand what the average expenses of the Salt Lake area stalls before the Pandemic.

[For Newmarket Area]

Through this graph, we can easily understand what the average expenses of the Newmarket area stalls before and after the Pandemic.

After the Pandemic the Avg. monthly expenses are increasing because of the high price of normal and essential goods. And their sales also decrease due to working from home and many people bring their lunch or dinner from home.

And through this graph, we can easily see that the avg. expenses are rising for many of them as compared to Pre-Pandemic time.

Conclusion: Through this project, we have collected the performance data of the street vendors which includes food stalls, tea stalls, and stationary stalls to analyze the business they run. We selected two major markets of Street vending sectors in Kolkata i.e. New Market and Saltlake to get an idea of the entire market.

Significant results

- the average income of the salt lake area lies from 15k to 20k

- the average earnings of the New Market stalls lie from 35k to 40k pre-pandemic, dropping to 15k - 20k.

- The average earnings of the Saltlake area pre-pandemic was 15k to 20k which increased to 35k to 40k Post-pandemic.

Thank You