



GENERATED ON **20/10/2022**

# BUSINESS ASSESSMENT

Prepared for  
**Ragh**



# Company Profile

Company Name: **Ragh**

Industry Type: **Food & Hospitality**

Industry Sub Type: **Cafes**

Estimated Annual Turnover: **50000000**

Estimated Asset Value: **500000000**

Number of Employees: **100**

## Industry Outlook

The hospitality industry in India is expected to reach a value of INR 1,210.87 Bn by the end of 2023, expanding at a compound annual growth rate (CAGR) of ~13% during the 2018-2023 period, owing to the high arrival rate of foreign tourists and business delegates.

Some of the key market trends to look out for in 2022 and beyond are:

- 1. Drive through and Quick Service Restaurants (QSRs)** - QSR is the future for any F&B brand as it involves less cost and space. Also, the drive-through concept is a growing trend in India. Burger giant McDonalds, among others, has pioneered in bringing this trend to India and will see an increased focus in the coming years.
- 2. Contactless Menu** - Maintaining social distance at the restaurant became one of the foremost protocols during COVID-19. To ensure all safety measures are in place, restaurants adopted contactless menus making customers comfortable and ordering seamless. In 2022 and onwards, this trend is going to increase. According to Square's Future of Restaurants 2021 report, 88 percent of restaurants will swap physical menus for digital ones.
- 3. Less dependency on physical kitchens** - or many restaurants, cloud kitchens became a means to survive during the pandemic. But now, it has become a new vertical that almost adds 10 percent to the top-line revenue, safeguarding against any losses incurred from the physical restaurants
- 4. Offer an experience of comfort** - Customers now have more expectations and are willing to pay extra for better experience at restaurants. While conditions have been relaxed, the industry needs to ensure that the patrons relax and enjoy in a secure and hygienic environment.
- 5. Focus on technology** - The industry needs to embrace technology and reduce inefficiencies. There are many technology-enabled solutions that can reduce dependence on human resources. These solutions include a better accounting PMS or IoT based engineering monitoring system.
- 6. Changing Workforce & Talent Management** - The industry is witnessing a serious talent crunch across the globe and India is no different. The employee turnover has increased significantly for both hotel and restaurant companies across the country. The focus on multi-skilling and cross-training the staff has been a step in the right direction. However, the industry needs to look at options to optimise employees' working hours and rejig the salary structure.

# Risk Outlook

 Extreme Risk

 Medium Risk



**Cyber Risk**



**Crime Risk**



**Property Risk**



**Employee Risk**



**Liability Risk**

## Tips & Instructions

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## **This report has been prepared by**

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