

# 9 HERITAGE RESTAURANT



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## 1. INTRODUCTION

While Uttarakhand boasts various types of dining establishments, including quick service restaurants, fast food joints, and local and authentic restaurants, the concept of a heritage restaurant is a relatively novel addition. A heritage restaurant not only enhances the overall tourism and hospitality offerings but also adds a unique dimension to the state's cultural narrative. Such an experience goes beyond the ordinary, offering patrons a journey through time while indulging in delectable regional delicacies. Setting up a heritage restaurant can be a rewarding venture for an entrepreneur as it can become a significant attraction for tourists seeking an authentic cultural experience. Such settings can set the restaurant apart and create lasting memories for visitors.

## 2. SERVICE & ITS APPLICATION

A heritage restaurant must offer a multifaceted dining experience that celebrates the cultural, historical, and gastronomic richness of the region. The food options must include certain authentic local dishes such as Aloo Ke Gutke, Kafuli, Bhang Ki Chutney, Phaanu, Urad Ke Pakode, Bal Mithai, Singhori, etc. The staff attire must be traditional to contribute to the overall immersive experience.

## 3. DESIRED QUALIFICATION FOR PROMOTER

The promoter of a heritage restaurant in Uttarakhand should ideally possess a strong background in hospitality management, with expertise in heritage or boutique hospitality. Knowledge of local culture, traditions, and cuisine is crucial. Experience in managing historic properties or heritage projects as well as a passion for preserving and promoting cultural heritage would be advantageous.

## 4. BUSINESS OUTLOOK AND TRENDS

The emerging trend of seeking authentic cultural experiences aligns perfectly with the concept of heritage restaurants, making them a sought-after attraction for both locals and tourists. There is a noticeable shift in consumer preferences towards sustainable practices and a focus on local, seasonal ingredients, further enhancing the appeal of heritage restaurants. The state government recognizes the potential of culinary art as a key driver in the tourism sector and is contemplating positioning it at the forefront of the state's offerings. The emphasis on exploring and efficiently implementing the hidden treasures of cuisine tourism indicate a strategic move towards establishing Uttarakhand as a culinary hub on the global stage.

## 5. KEY BUSINESS ELEMENTS

- **Culinary Excellence:** The menu should offer a diverse range of dishes that showcase the richness of Uttarakhand's culinary heritage while catering to modern tastes.
- **Themed Ambiance:** The interior decor, furniture, lighting, and overall design should transport patrons to a specific era, providing a visually captivating and immersive experience.
- **Brand Identity:** Developing a strong brand identity is crucial for standing out in the competitive market. The brand should convey the essence of the heritage restaurant, emphasizing its historical significance, commitment to authentic cuisine, and dedication to providing an immersive cultural experience.

- Location: Choosing a location with historical significance, architectural charm, or scenic beauty enhances the overall atmosphere and adds to the immersive experience for patrons. The selection of an appropriate location can significantly contribute to the uniqueness and appeal of the restaurant.

## **6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY**

The market potential for a heritage restaurant in Uttarakhand is substantial, driven by tourism and the desire for unique cultural experiences. Marketing should focus on storytelling, highlighting the restaurant's historical significance, authentic cuisine, and immersive ambiance. Potential challenges include competition from conventional restaurants, seasonality in tourist traffic, and the need to balance tradition with modern culinary expectations.

## **7. SUPPLY OF RAW MATERIAL**

Sourcing local and seasonal ingredients is vital for maintaining authenticity. Establishing relationships with local farmers, markets, and suppliers ensures a steady supply of fresh produce.

## **8. BUSINESS MODEL**

The layout should seamlessly integrate the historic features of the building, preserving its architectural heritage. Different sections must include a fine dining area, a performance space for cultural events, and a themed lounge. Outdoor seating with views of natural surroundings will enhance the overall dining experience.

## **9. HERTIAGE RESTAURANT BUSINESS LAYOUT**

### **1. Entrance and Reception (20 sq meters):**

- A welcoming entrance with traditional decor.
- A small reception area for greeting and guiding guests.

### **2. Dining Area (90 sq meters):**

- The main dining area showcasing heritage architecture and local craftsmanship.
- Tables and seating arrangements reflecting traditional Uttarakhandi design.
- Themed decor, such as local artifacts, paintings, and traditional utensils.

### **3. Culinary Section (40 sq meters):**

- An open kitchen or display area where guests can see traditional Uttarakhandi dishes being prepared.
- Kiosks or counters offering local specialties like Aloo Ke Gutke, Phaanu, and Kafuli.

### **4. Outdoor Terrace (30 sq meters):**

- A small outdoor terrace with a view, allowing guests to enjoy their meals in the open air.
- Traditional seating arrangements and decor.

## 10. BUSINESS PROCESS

- Culinary Research: The promoter must begin by exploring and refining traditional recipes, and incorporating them into the menu.
- Heritage Preservation: He must work on preserving and showcasing the historical aspects of the restaurant.
- Staff Training: Accordingly, the next step is to train staff in traditional service and attire to maintain authenticity.
- Marketing and Branding: He must develop a strong brand identity, emphasizing cultural and historical uniqueness.
- Customer Engagement: A key step is to implement strategies for customer interaction, such as cultural performances.
- Continuous Innovation: The last is to stay abreast of culinary trends and periodically refresh the menu to maintain interest.

## 11. SALES REALISATION

The average cost of a meal, depending on the property character is likely to be in Rs.600 to Rs.800 per person range. Consequently, the restaurant becomes a feasible proposal at tourist destinations, which offer potential in terms of such population/visitors. We are giving below an illustrative list of cities where the heritage restaurant, on a prima facie basis, can be considered.

## 12. PROPOSED SIZE OF THE RESTAURANT

The project capacity, for a restaurant, is measured in terms of number of customers (the industry calls it passenger or pax), which can be seated simultaneously. Given the exclusive nature of the concept, it may vary from 30 to 100 seating capacity. An extremely small size will hurt profitability. The property required to house a large capacity restaurants, e.g., 100 pax, may not be easily available. We, therefore, propose a seating capacity of 50 pax.

## 13. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Culinary Team	2	12	0.25	6
3	Service Team	5	12	0.12	7.2
4	Security Guard	1	12	0.1	1.2
	<b>Total</b>				<b>14.40</b>

## 14. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3



## 15. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Plant & Machinery	-
3	Misc. Assets	-
1	Pre-operative and preliminary Exp.	0.15
2	Equipment and Furniture Exp.	7.15
3	Working Capital	4.73
	<b>Total Project Cost</b>	<b>12.03</b>

## 16. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	4.81
2	Bank Finance	7.22
	<b>Total</b>	<b>12.03</b>

## 17. FURNITURE AND FIXTURES

Sr. No	Particulars	Total Amount (Rs. in lakhs)
1	Antique-Inspired Tables and Chairs	2.00
2	Traditional Upholstery	0.50
3	Vintage Lighting Fixtures	0.30
4	Historical Artwork	0.85
5	Customized Serving Utensils	1.00
6	Cookware and Kitchen Appliances	2.50
	<b>Total</b>	<b>7.15</b>

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

### 1. Shri Krishna Tents

45 Moti Bazar (Near Devki Complex),  
Paltan Bazaar, Dehradun,  
Uttarakhand - 248001,  
India

### 2. MS Paramount Enterprise

Shop No 16/2, Moti Bazar,  
Dehradun-248001,  
Uttarakhand,  
India

3. Dhiman Furniture & Interiors  
E-117, Haridwar Road,  
Nehru Colony, Dharampur,  
Dehradun-248001,  
Uttarakhand, India

## 18. PROFITABILITY CALCULATIONS

The basis of profit calculation is;

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	40.50
B.	Cost of production	
i)	Raw materials	20.25
ii)	Utilities	1.00
iii)	Manpower Cost (Salaries/wages)	14.40
iv)	Administrative expenses	0.28
v)	Selling & distribution expenses	0.90
vi)	Rent	0.20
vii)	Interest	0.82
	Total (B)	37.85
	Gross profit/loss (A – B)	2.65
	Less: Depreciation	1.08
C.	PBIT	1.57
D.	Income-tax	0.31
E.	Net profit/loss	1.26
F.	Repayment (Annual)	0.69
G.	Retained surplus (E-F )	0.56

## 19. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.20
Depreciation	1.08
Interest	0.82
Manpower	4.32
<b>Total Fixed cost</b>	<b>6.42</b>
Variable cost	
Raw materials	20.25
Utilities	1.00
Manpower	10.08
Administrative expenses	0.28
Selling & distribution expenses	0.90
<b>Total Variable cost</b>	<b>32.51</b>
<b>Contribution margin</b>	<b>20%</b>
Break-Even Point in Value	32.10

## 20. STATUTORY/GOVERNMENT APPROVALS

The project needs to carry out general formalities pertaining to establishment; tax registration and shops/establishment registration. The fire safety clearance is the specific requirement. The following specific permits are required

1. Shop and establishment license is necessary for operating a restaurant wherein working hours, employment conditions, and other regulatory requirements are stipulated.
2. The restaurant industry in India is the largest sector of the food processing industry and has enormous growth potential. FSSAI-Food safety license registration is a must-have document for food preparation to meet legal requirements. The Food Standards and Safety Authority of India (FSSAI) is the primary authority in charge of food safety regulation and oversight. As a result, according to the law, FSSAI Basic Registration is required.
3. The food sector is seen as a polluting industry due to the emissions of smoke from cooking and food waste washings. As a result, the food business needs a pollution license/certificate or approval for operation from the State Pollution Control Board to be established. The Central Pollution Control Board has categorized hotels and restaurants as Large Hotels, Medium Hotels, Small Bakeries, and Small Hotels.
4. Registration of business for Goods and Service Tax (GST) with the Goods and Service Tax Network (GSTIN) as it applies to this business.

## 21. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)  
Regional Centre, Dehradun  
NSTI Campus, Green Park, Dehradun-248001,  
Uttarakhand, India
2. Indian Institute of Entrepreneurship (IIE)  
NH-37 Bypass, Near Game Village,  
Lalmati Guwahati- 781029,  
Assam, India
3. Institute of Entrepreneurship Development (IEDUP)  
A - 1 & 2, Industrial Area, Sarojini Nagar,  
Kanpur Road, Lucknow-226008,  
Uttar Pradesh, India

Besides, Udyamita portal ( link : [www.udyamita.in](http://www.udyamita.in) ) can also be accessed for handholding services viz. application filling / project report preparation, EDP, financial Training, Skill Development, mentoring etc.

### Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.