

Impact of Online Business on Restaurants (Special Reference of Kanha at Jaipur)

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Abstract

Online business or e-business is any kind of business or commercial transaction that includes sharing information across the net. Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business. It is not different from ordinary business, except that it is facilitated by web-based technologies. An online transaction can be done 100% online for electronic products such as music, video clips, e-books, air tickets, cinema tickets, hotel booking, share trading, banking service and more. The transactions can be done in mixed mode where order and payment are done online while delivery is done offline.

Examples; online shopping malls such as Amazon.com, computer stores such as Dell, Lenovo, HP and Acer, auction sites such as Barnes and Noble and numerous B2B sites. It is necessary for the firm to extend their business online because electronic markets have the advantages of greater reach than the traditional markets and also trading can be conducted without any geographical and time barriers.

The organisations that do not possess a website are considered to be “**brick and businesses**” and organisations that own a website are considered to be “**click and order businesses**”.

E-Business provides cost and transaction efficiency and helps business organisation to enjoy economics of scale. Today, online presence along with physical presence is required for business organisations. Companies that have been their presence in the world. Business generates revenue and increases the productivity of the country.

Features of Online Business

- It is easy to set up
- There are no geographical boundaries
- Much cheaper than traditional business
- There are flexible business hours
- Marketing strategies cost less
- Online business receive subsidies from the government
- There are a few security and integrity issues
- There is no personal touch
- Buyer and seller don't meet

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- Delivery of products takes time
- There is a transaction risk
- Anyone can buy anything from anywhere at anytime
- The transaction risk is higher than traditional business

Relevance of Online Business in Restaurants

In this digital world, most people spend more of their active hours of the day online than they do offline. Internet marketing is vital for every business which means online presence is necessary for restaurants. The use of smart phones has also increased significantly over the years, and people rely on them to make dining decisions. Restaurants should take advantage of the increasing number of internet users and invest in internet marketing. Although traditional methods still work, but they do not provide enough coverage. Online presence helps the restaurants to reach a wider public. Internet marketing simply means promoting business worldwide. It mainly focuses on consumer interaction. Some methods of internet marketing are similar to traditional ones while others are completely different. The only constant factor is that all these methods are made to encourage more interaction with your brand. The success of internet marketing is determined by how many people respond. The best place to see this interaction in action is on social media. The internet has made it possible to have two-sided conversations by allowing customers to share, like, and comment on your posts. If there is no activity, then you are doing it all wrong. It allows businesses to give customers virtual tours. Restaurant owners can show their customers how their restaurant looks even before they get there which helps market their businesses.

The Importance of Online Marketing

- The internet has changed the way of interaction of businessmen with consumers. Internet advertising is crucial for restaurants since most of the customers are online. It gives restaurant owners opportunities to connect and engage with potential customers.
- Through internet marketing, restaurant businesses can also improve their ranks on search pages. It makes it easier for hungry customers to find you when they Google certain keywords. They can then follow the link to your website and see the services and foods you offer.
- With the advancements in web development, restaurant owners can design their websites in a creative manner. Customers do not want to see bland websites. They want to see your creativity but still get the information they need. You can now make and post videos and pictures of your restaurant and the meals you offer. It will give an awesome first impression that will turn potential customers into real customers.

The company was incorporated by the name of Sanwaria Sweets private ltd in 2008 in the pink city Jaipur with the motto of enriching the traditional Indian culture of sweets, namkeens with a proper blend with modern technology. The company was founded by its managing director Mr. Natwar Lal Sharda. Being a commerce graduate has a hold on facts and figures. He vision a food arena where the whole family could have dined together and had all the eatables required in a Indian household. From the beginning, the focus was on hygiene and quality with esteemed presentation of products so as to provide customers with quality and taste of extremely high standard. Within a short span Kanha has grown as prominent brand catering to taste buds of millions of people. It is the love and trust of people which has let us grow many folds in just short span of period.

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About Kanha

Company with the brand name "KANHA" is a conglomerate that takes pride in its illustrious chain of multi cuisine, fine dining restaurants, sweet shops, bakery, hotel and banquets in Jaipur, Rajasthan. Not just in India the group has also carved out niche for itself around the globe with its products like Soanpadi, tin sweets, cookies and wide varieties of namkeens.

Kanha established its first outlet in Sept 2008 at Gopalpura, Jaipur with a huge display of variety of sweets, fast food, bakery products and a fine dine restaurant. Within a span of 2 weeks Kanha came up with its second outlet at Subhash Nagar, in Jaipur. With the success of the two outlets, the company decided to open the third outlet at the growing area of Jaipur, Vaishali Nagar. This was the biggest of all the three outlets. People accepted the same again and again a new outlet was opened in 2011 in extremely posh area of C scheme. Company then opened its fifth outlet in Malviya nagar in 2013. Company then opened its six outlet in Jhotwara Kalwar road.

Kanha has its state of art manufacturing unit at Sitapura Industrial Area, Jaipur, Rajasthan. All the sweets and namkeens are prepared in its unit with utmost care and quality proven environment. It takes every care to maintain hygiene and quality anytime and every time. It has its own lab for testing the raw materials and final products to check its conformity upto standards. It also has ISO 9001:2008 certification from ISO.

Kanha has aggressive Marketing & Distribution Network covering entire area of North India & West India. It has professional marketing team to give service to our distributors.

Company, the emphasis has always been on high quality products. The quality process goes through the 3P cycle. Purchase of raw material carefully supervised and handled. Process line verification and analysis are conducted. Packaging is hygienic and the most modern automatic packaging technology is used to pack the products.

Systematically co-ordinated mechanism delivers quality that is "World Class".

Company is goal oriented towards supplying clean, fresh and wholesome food products to suit all ages. The company aims to manufacture and market them at affordable cost to all and supply the health food products to improve the quality of life for one and all. Apart from India Brand Kanha marketing products are available in many countries like Europe, Canada, Nepal, Japan etc.

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