



“A STUDY ON SWOT ANALYSIS OF HOTELIER WOMEN ENTREPRENEURS: A CASE STUDY OF MRS. JAYANTHI KATHALE, PURNABRAMHA CHAIN OF RESTAURANTS, WITH SPECIFIC REFERENCE TO BANGALORE BRANCHES”.

Mrs. Vidya U Jambagi* Dr. Pradeep G**

**Assistant Professor Dept of Commerce, SSMRV College, Jayanagar, Bangalore.*

***Associate Professor, PG Dept of Commerce, Jain College PG Center, V V Puram, Bangalore.*

Abstract

Entrepreneurial challenges are a daily affair for an entrepreneur. Entrepreneurs are required to face it on a regular basis which might pop up in any form, be it administration problems, manpower problems, financial crunch, downfall in demand, and so on. Hotel entrepreneurs are not an exception to this. This necessitates the SWOT analysis to be undertaken rigorously by an individual entrepreneur and therefore this particular SWOT analysis of famous women hotel entrepreneur Mrs. Jayanti kathale was undertaken encompassing her SWOT analysis. The research paper is based on secondary information about her from various websites, newspapers, and magazines limiting the research to her restaurant branches in Bangalore city only. The outcome of research revealed that she has more Strengths and opportunities as compared to weaknesses and threats and hence indicates that she is a successful hotel entrepreneur at the present time.

Keywords: Entrepreneur, Hotel Entrepreneurs, Entrepreneurial Challenges, SWOT Analysis.

Introduction

Entrepreneurs are leaders who are willing and able to convert a new idea or invention into a successful business. An entrepreneur uses his time, energy, and resources into creating value for others. Not all are willing to take the risk and exercise initiative. Only a few with a fire in their belly, with a dream and a desire to achieve, can become successful entrepreneurs. Eleven percent of the adult population in India is engaged in "early-stage entrepreneurial activities", and only five percent of the country's people go on to establish their own business, a survey has found in 2018, published in Economic Times.

Economic Survey 2020-21 about India's startup ecosystem, Economic Times, Jan 2021

The government has recognized 41,061 startups so far, more than 39,000 of which have reported 4,70,000 jobs.

Entrepreneurship is the process of designing, launching, and running a new business

“Entrepreneurship is not a part-time, and it’s not even a full-time job. It’s a lifestyle.”

Women Hotel Entrepreneurs

Women are also not left behind in chasing their dreams of being successful entrepreneurs. Education has empowered women to come out and compete with their male counterparts. Women today are independent, ready to take risks, and are always good at multi-tasking. Over the years they have mastered the art of work-life balance and thereby contributing to the economic status of the family.



As of 2019, there were approximately 252 million women worldwide engaged in entrepreneurial activities (GEM Consortium, 2019).

Today it is apparent that the contribution of successful women entrepreneurs in various sectors of the economy. The hotel industry is one of them. Women who were earlier meant to cook in their kitchen and serve people in their family are now venturing out to start with their Eateries and chain of restaurants. They are now serving society with their unique recipes from the different cuisines and satisfying the tastebuds of their customers. Talking about the cuisines, Indian cuisines are known for their unique taste due to the ingredients used, especially the spices and style of cooking. Each state has its own food culture and unique cuisines. Few women entrepreneurs are successful in serving their local cuisines. In this paper, research is undertaken to study the opportunities, challenges, and threats of Bangalore Women Entrepreneurs: A case study of Jayanthi Kathale, Purnabramha, Manaswini Private Limited. Jayanti Kathale is the founder of Purnabramha, a unique Maharashtrian cuisine restaurant and one that she plans to make a global brand.

The non-availability of vegetarian food outside India and her craving for the local Maharashtrian food made her start ‘Purnabramha’ which means “Serve food which gives complete satisfaction to the Bramha within everybody”.

Starting with an idea to provide not just authentic Maharashtrian food to its guests but also a truly cultural ambiance with stellar customer service, Jayanthi Kathale started Purnabramha in 2013. She left her well-paid IT job at Infosys to fill the vacuum she felt in the food industry. What started as a very small 20-seater restaurant in Koramangala with an investment of Rs18 lakh now is a global chain of 14 restaurants in 8 countries. They serve 185 varieties of Maharashtrian cuisine. They provide a customized menu for different age groups and even take care of the local customer’s requirements. They have a Balgopal menu for kids, Ajji abba menu for aged people, Pakka Maratha menu for an authentic Maharashtrian and a menu to satisfy the tastebuds of a resident as well.

Clad in a 9 yards saree, she wants the world to offer the taste of Maharashtrian food in all its diversity through her Purnabramha restaurant. She also wants to make sure other women join in and turn entrepreneurs with her. They train women who want to become entrepreneurs by taking their franchise.

Review of Literature

1. SWOT Analysis on Role of Women Entrepreneurs in INDIA, March 2018, KOMAL N PARMAR, RESEARCH SCHOLAR, KUKMA-KACHCHH. The outcome of the paper focuses on the role of women entrepreneurs in the 21st century and challenges faced by women entrepreneurs in India, how to overcome them, and to enumerate the policies of the Indian government for their empowerment. In the research paper, researcher had discussed the SWOT analysis of women entrepreneurs in terms of strengths, weaknesses, opportunities, and threats that is existing in the present scenario and methods to solve the problems that arise in business activities.

2. Role of Women Entrepreneurs in India: A SWOT Analysis, November 2014, Anjali Singh Faculty of Commerce & Humanities, Manav Rachna International University, Faridabad

The outcome of the research talks about the status of women entrepreneurs and the problems faced by them; simultaneously the paper gives an insight into the challenges faced by women entrepreneurs. The



present paper endeavors to study the concept of women entrepreneurs and discuss the trends and issues in the development of various fields. It will also suggest the way of Eliminating and reducing hurdles of women's entrepreneurship development through the study of SWOT Analysis in the Indian Context and to survive in the Globalised World.

3. ANALYSIS OF PROBLEMS OF WOMEN ENTREPRENEURS THROUGH SWOT ANALYSIS, Dr. Deepa Swamy. 2019. The present study was done to analyze the problem of women through SWOT analysis. Some opportunities have enabled women to become entrepreneurs and to participate in economic activities. Women entrepreneurs are facing a lot of problems day in and day out in their enterprises.

4. A STUDY ON WOMEN ENTREPRENEURSHIP IN INDIA: OPPORTUNITIES AND CHALLENGES, June 2021, Ms. Chanchal, Assistant Professor, University of Delhi. This paper focuses on the current status of women entrepreneurship in India and the opportunities and challenges which are encountered by Indian women entrepreneurs. This paper also throws light on a few Indian women entrepreneurs and their success stories. The study is based on secondary data collected from published sources. The paper observed that women have the required skill and potential to run a business but they need a supportive environment from both their family and Government to be successful.

5. WOMEN ENTREPRENEURSHIP IN INDIA – CHANGES AND CHALLENGES, December 2018, Vembly Colaco: Assistant Professor of Economics, Rosary College, Goa & Dr. V. Basil Hans Associate Professor and Head, Department of Economics, Mangalore. This paper emphasizes the role and challenges of women entrepreneurs, particularly in urban India. Recognition, reputation, resource regeneration is some of the advantages of women entrepreneurship besides monetary gains and financial inclusion. However, any drastic changes in a culturally diverse environ like India are never easy. Perception of weakness, exploitation by middlemen, etc. put barriers on the mobility and risk-taking ability of entrepreneurs in general and women in particular. Our study looks at new dimensions of entrepreneurship theoretically and empirically, the impact of changes in the business environment on female entrepreneurship prospects and challenges. The paper also explores alternative policies and strategies to raise women entrepreneurs from the so-called secondary status.

6. Rural Women Entrepreneurship in India: Opportunities and challenges Dr. Anita Mehta and Dr. Mukund Chandra Mehta. Right efforts from all areas are required in the development of women entrepreneurs. Rural women are not so aware and literate as to handle all the legal and other formalities involved in loan taking and establishing an Industrial Unit. They also lack confidence in their ability to run entrepreneurship. They need capacity building and training in functional areas such as finance, literacy skills, marketing, production, and managerial skills. The only urgent need is to create a favourable atmosphere to increase self-employment for women and the overall development of the country.

7. SWOT Analysis of Women Entrepreneurs in India: The Rural-Urban Divide, November 2019, Hitesh Kapoor & AmanDheer, Assistant Professor, University Institute of Engineering and Technology, Panjab University, Chandigarh, Research Scholar, SMS, Punjabi University, Patiala

It aims to study the issues, challenges, favourable and motivational factors of women entrepreneurs in rural and urban Indian setup and identify the differences in the same. For this purpose, SWOT analysis



was used as a technique in rural and urban Indian setup. Also, a comparison of the analysis for rural and urban women entrepreneurs is done to portray the divide.

8. Women Entrepreneurs in Tourism and Hospitality Industry: A Study of Homestays in Karnataka, January 2015, Shwetha. P. A and B.S. Patil, CMR University, Bangalore. This paper intends to study the growth of women entrepreneurs in the tourism and hospitality industry with specific reference to homestay in Kodagu, Karnataka. It provides an overview of homestays at Kodagu and how women are involved in this business and how it can be a means to promote women empowerment at the community level and national level.

Objectives of the study

- 1) To undertake SWOT analysis of Mrs Jayanti Katale with regard to her purnabrahma restaurant in Bangalore
- 2) To suggest remedial measures if any to overcome her weaknesses and threats

Limitations of the study

1. Time constraint
2. Place constraint
3. Qualitative study

Statement of problem

It is very difficult and challenging to get a settled and well-established business for Maharashtrian cuisines in a south Indian city like Bangalore where a majority of the customers are tuned to have only south Indian food by and large. The taste, appearance of Maharashtrian cuisines is quite new to most of the Bangaloreans and naturally, a hotel entrepreneur who starts an authentic Maharashtrian cuisine hotel initially will have lots of hiccups which he/she is required to overcome which gives raise to SWOT encountered by that particular entrepreneur.

Scope of the study

The study encompasses the Strengths, weaknesses, opportunities, and threats of Mrs. Jayanti Kathale founder of the Purnabramha chain of restaurants confined only to Bangalore city branches





Research Methodology

1. Type of data: secondary
2. Nature of data: qualitative
3. Tools of data analysis: descriptive analysis
4. Type of research: Case Study

Data analysis and interpretations

Strengths

- 1) Entrepreneur is a seasoned Maharashtrian cuisine chef by herself: The main strength of Mrs. Jayanti kathale is that she is a seasoned cook in Maharashtrian food who know it's in and out and therefore can handle the bottlenecks that might arise while cooking and can handle it efficiently. She has a thorough knowledge of the ingredients to be used in cuisines and undoubtedly can manage any hiccups.
- 2) Prime locality: The second strength of Mrs. Jayanti kathale is that her restaurants are located in prime and posh localities of Bangalore where only aristocratic and upper-middle-class people lives and therefore she can expect a well-behaved decent crowd.
- 3) Specialist in preparing 185 assorted varieties of Maharashtrian cuisine: Mrs. Jayanti kathale's strength is that she is an expert hand in preparing 185 unique Maharashtrian cuisines which are quite magnanimous which could satisfy the taste buds of foodies who likes variety
- 4) Ambience and emotional connect: Ambience at Purnabramha is up to the mark, be it cleanliness or decorations or presentation which creates a positive vibe in the minds of customers and she is there in the industry since 2013, she can build rapport with the south Indian customers within a short span of time.
- 5) Customised menu: Mrs. Jayanti kathale offers a customized menu like the Balagopla menu tailor-made for kids, Ajji abba menu for elderly citizens with foods encompassing the requirements of their age group and interests respectively. This is her major strength.

Weakness

- 1) Language Barrier: Mrs. Jayanti kathale's weakness could be, she might face problems in communicating in vernacular language as she herself points out. this problem surfaces when she herself wants to communicate with the stakeholders who cannot speak any other language except Kannada.
- 2) Training the man force: Mrs. Jayanti kathale has to appoint the local people for a chef job in her restaurants as it is practically impossible to bring them from Maharashtra. It may be taken as an area of her shortcoming where she will have a tough time in training the local people to cook Maharashtrian food, invariably to which they will not have any exposure.
- 3) Time-consuming process: Some of the Maharashtrian cuisines are quite time-consuming as Mrs. Jayanti kathale points out. this particular matter might turn out to be her weakness as her restaurant is not a fast-food joint but it deals with authentic Maharashtrian cuisines cooked in a conservative way which demands a lot of time, patience, and energy. This point might be detrimental to her interest from those customers who want the food to be served instantaneously.



- 4) Confines only to vegetarian food: Purnabramha is a pure vegetarian restaurant. Customers who want to relish Maharashtrian style Non-Vegetarian food here are totally optionless. This might be her weakness as she wants her restaurant only to be pure vegetarian and thereby she might lose out on customers preferring authentic Maharashtrian Non-Veg delights.

Opportunities

- 1) Can go for expansion due to the cosmopolitan culture of Bangalore: As it is evident that Bangalore has a cosmopolitan culture, with the background of different cultures and languages cut across not only India but also worldwide, she has bright opportunities of expanding her business by opening many more branches.
- 2) Establishing fast-food counters: Mrs. Jayanti kathale has abundant opportunities to open small fast-food outlets of Purnabramha with limited capital outlays across Bangalore city, where she could offer quickies like Vada pav, Misal pav, Dabeli and Pohe which could become most sought after to Bangaloreans who wants instant foods which would suit their busy lifestyle.
- 3) Catering service and home cooks: some customers would be wanting the catering to be done in their functions where the food is to be prepared at the venue of function only and some individuals might want the Maharashtrian food to be cooked regularly at their home by a daily visit by home cooks. SHE CAN CAPITALISE ON THIS OPPORTUNITY; at the same time, she can provide job opportunities to many people.
- 4) Make Purnabramha Multi cuisine veg restaurant: Mrs. Jayanti kathale can think of introducing multi-cuisine vegetarian dishes cut across different provinces of India along with her specialization of Maharashtrian delights. This boosts the number of customers with an augmented revenue generation. Thereby she can create an opportunity for herself by being multidisciplinary which would cater to the requirements of customers with different choices of provincial delicacies.

Threats

- 1) High priced menu: In comparison to other Maharashtrian restaurants in Bangalore city the food items at Purnabramha are high priced. This could be her greatest threat as it is not affordable to lower-middle-class customers. This is her greatest threat wherein she might lose out on many customers.
- 2) Acute competition by other Maharashtrian style restaurants: Yet another threat is that Mrs. Jayanti kathale could face acute competition by the other Maharashtrian style restaurants who charge less price for their food items, if those restaurants are started in close proximity to the existing branches of Purnabramha in Bangalore City.
- 3) Imbalance between revenue generation and operating costs: As the operating costs of running a restaurant is soaring like rent of the premises, fixed admin charges, salaries, chargeable expenditures, etc, Mrs. Jayanti Kathale could find it threatful down the line as it might bring about a lot of imbalances between revenue generation and meeting the mounting expenditures mainly due to her high-priced food.



Findings and Conclusion

- 1) It is found that Purnabramha, A Maharashtrian style restaurant at various localities in Bangalore under the able leadership of Mrs. Jayanti kathale is running successfully in the current time period with a wide variety of Maharashtrian vegetarian food.
- 2) It is found that Mrs. Jayanti katala has proved herself to be a successful women entrepreneur in the hotel industry ever since purnabramhas' inception in 2013 and even now the saga continues....
- 3) It is found that Mrs. Jayanti kathale has to her credit many of her strengths as discussed above which has paved her path to becoming a successful women entrepreneur. Her long journey in becoming a successful Hotelier could be an inspiration to the budding men and women hotel entrepreneurs.
- 4) It is found that Mrs. Jayanti kathale has many opportunities as discussed above which could elevate her to a greater height and become a star entrepreneur if she capitalizes on the above-discussed opportunities.
- 5) It is found that Mrs. Jayanti kathale as an entrepreneur is not free from her weaknesses as discussed above which might hinder her growth in the capacity of an entrepreneur.
- 6) It is found that Mrs. Jayanti Kathale even though a successful women hotelier as of now, the above-discussed threats might turn out to be detrimental in her interest in the days to come.

Conclusion: Mrs. Jayanti Kahtale can be considered as a successful women entrepreneur as a hotelier who took the challenge and risk of introducing Maharashtrian cuisine which was not so popular in Bangalore, she is in forefront of the big list of women entrepreneurs of India at present. She, through her intelligence and refined conduct, has brought Purnabramha restaurant at Bangalore to stand exemplary and a role model in the list of existing Maharashtrian restaurants in Bangalore. She has become an inspiration for many upcoming women entrepreneurs who are dreaming of becoming successful entrepreneurs just like her in their own areas of interest. At the same time, she should look into the weaknesses and threats enlisted and try to overcome it so that she can have many more credits to her as a women hotel entrepreneur and make the flag of Purnabramha restaurants fly sky high.

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