



Project Profile

Food Truck Catering

1. Introduction

Food trucks have emerged as a modern, mobile solution to cater to the growing demand for quick, affordable, and diverse food options, especially in urban and high-traffic areas. In Ladakh, the food truck industry has significant potential, especially with its thriving tourism, adventure, and religious sectors. The state attracts millions of domestic and international tourists, making it an ideal market for food trucks that can provide quick, high-quality meals to people on the go.

Ladakh's popularity as a tourist destination—boasting places like **Leh Palace, Chang La Pass, Shanti Stupa, Namgyal Tsemo Monastery, Sumda Chun, Pangong Lake, Nubra Valley, and Khardung La Pass**—has led to the demand for fast food and local specialties. Food trucks offer a solution to serve diverse groups of people, from adventure tourists to religious pilgrims, at strategic locations throughout the state.

2. Market Overview

The tourism sector primarily drives Ladakh's food truck catering industry. Tourists often look for quick, tasty meals that provide an authentic experience, which food trucks can offer. The demand for street food, especially in tourist areas, is high as people seek out local delicacies or familiar international flavors in an accessible format.

Key Factors Contributing to Market Potential:

1. **Tourism Boom:** The region attracts tourists year-round for adventure sports, religious pilgrimages, and scenic beauty.
2. **Demand for Street Food:** There is an increasing preference for quick and affordable food that reflects local flavors, from Leh cuisine to popular snacks like momos *samosas* and *chowmein*.
3. **Government Support:** The Ladakh government has launched initiatives such as the Maun Palan Yojana, which supports entrepreneurship and self-employment. This could open doors for potential food truck owners, especially if they align with the local food culture.

3. Desired Qualifications for Promoter

To successfully run a food truck catering business in Ladakh, the promoter should ideally have:

1. **Culinary Knowledge:** A strong understanding of food preparation and menu development, especially local dishes.
2. **Business Management Skills:** Knowledge of finance, inventory management, marketing, and customer service.
3. **Experience or Interest in the Food Industry:** Experience in the food and beverage sector can be advantageous, particularly when dealing with high volumes of customers.
4. **Adaptability and Mobility:** Ability to manage the challenges of a mobile business, including vehicle maintenance and adjusting to changing locations based on demand.

5. **Knowledge of Local Regulations:** Familiarity with local licensing requirements, health and safety standards, and food safety regulations.

4. Business Outlook and Trends

The food truck business in Ladakh holds great promise, driven by both the evolving tastes of the local population and the needs of visiting tourists. Key trends that influence this business include:

1. **Fusion Food Popularity:** While local cuisine is central to Ladakh's identity, there is a growing demand for fusion dishes combining traditional ingredients with international flavors (e.g., *pahadi burger*, *momosa*).
2. **Health-Conscious Menus:** Increasingly, tourists and locals are seeking healthier options, which presents an opportunity for food trucks to offer organic, vegan, and gluten-free options.
3. **Sustainability:** There is a growing trend for eco-friendly food packaging and sustainable sourcing practices, which could serve as a competitive edge.

5. Market Demand and Opportunities

The market demand for food trucks in Ladakh is substantial, with various opportunities arising from the state's diverse tourism landscape:

- a) **Tourist Destinations:** Locations such as **Leh Palace, Chang La Pass, Shanti Stupa, Namgyal Tsemo Monastery, Sumda Chun, Pangong Lake, Nubra Valley, and Khardung La Pass**, which pilgrims and adventure tourists frequent, are prime locations for food trucks.
- b) **Adventure Tourism:** Adventure hubs like Leh, Chang La Pass, and Shanti Stupa draw tourists who are often looking for quick, hearty meals after activities like trekking, rafting, or camping. Food trucks can cater to this need.

Local Taste Preferences: There is an opportunity to cater to local tastes by offering authentic Ladakhi and Tibetan cuisines like Thukpa, Momos, Skyu, Butter Tea (Gur-Gur Chai), Ladakhi Pulao, Tigmo (Teemo), Khambir, which tourists may not find easily elsewhere.

6. Business Inputs

To set up a food truck catering service, several inputs will be required:

- a) **Food Truck Setup:** A customized truck or vehicle with kitchen facilities (stoves, ovens, refrigerators, etc.) and serving counters.
- b) **Licensing & Permits:** Ensure compliance with local municipal, health, and food safety regulations. This includes acquiring the necessary food safety certification from FSSAI, along with GST registration.
- c) **Inventory & Equipment:** Initial stock of ingredients, cooking equipment, and tools like serving dishes, packaging, and promotional material.
- d) **Marketing & Branding:** Develop a brand identity, logo, and promotional strategy to attract customers.

7. Operational Process

1. **Vehicle Setup:** The food truck must have the necessary equipment, such as stoves, refrigerators, a sink, and ingredient storage.
2. **Menu Planning:** Create a menu that resonates with the target audience, including local and international options.
3. **Supplies Management:** Maintain a regular supply of fresh ingredients and ensure the food truck is stocked appropriately for daily operations.
4. **Serving Customers:** A team of trained staff should be ready to serve customers quickly and efficiently, ensuring a smooth flow of operations even during high customer traffic.
5. **Hygiene and Safety:** Implement strict hygiene and safety protocols essential for customer trust and regulatory compliance.

8. Manpower Requirement

The following is an estimate of workforce required to run a food truck catering business:

Sr. No	Particulars	No.	Number of months in the year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Chef/Head Cook	1	12	0.25	3
2	Food Truck Assistant	1	12	0.15	1.8
3	Owner and Driver (Self-Employed)	1	12	0	0
4	Sales and Marketing	1	12	0.08	0.96
	Total				5.76

9. Implementation Schedule

Sr. No.	Activity	Time Required (in Months)
1.	Market Research & Business Planning	1
2.	Procurement of Food Truck & Setup	2
3.	Recruitment of Staff	1
4.	Licensing & Permits	1
5.	Marketing Campaign	1
Total		5 months

10. Cost of Project

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-

2	Building (Rented)	0.00
3	Plant & Machinery	7.50
4	Equipment and Furniture Exp.	0.00
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.05
7	Working Capital	4.51
	Total Project Cost	12.08

11. Means of Finance

Means of Finance		
Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	4.83
2	Bank Finance	7.25
	Total	12.08

12. Sales Realisation

Sr. No.	Product	Sales Realisation (Rs. in Lakhs)
1.	Food Truck Sales (Monthly)	9.855
2.	Event Catering (Special Orders)	4.95
	Total Annual Sales	14.80

13. Profitability Calculations

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	14.81
B.	Cost of production	
i)	Raw materials	1.50
ii)	Utilities	0.12
iii)	Manpower Cost (Salaries/wages)	5.76
iv)	Administrative expenses	0.05
v)	Packaging Cost	0.05
vi)	Material Lost Cost	0.05
vii)	Selling & distribution expenses	0.06
viii)	Repairs & maintenance	0.00
ix)	Rent	0.00
x)	Interest	0.32
xi)	Misc. expenses	0.00
	Total (B)	7.91
	Gross profit/loss (A – B)	6.89

	Less: Depreciation	0.75
C.	PBIT	6.14
D	Income-tax	-
E	Net profit/loss	6.14
F.	Repayment (Annual)	0.10
G	Retained surplus (E-F)	6.04

14. Break-Even Analysis

Fixed cost	
Land & Building Rent	0.00
Depreciation	0.75
Interest	0.32
Manpower	1.73
Total fixed cost	2.80
Variable cost	
Raw materials	1.50
Utilities	0.12
Manpower	4.03
Administrative expenses	0.05
Selling & distribution expenses	0.06
Total Variable Cost	5.76
Contribution margin	20%
Break-Even Point in Value	13.99

15. Government Approvals

- **FSSAI License:** Necessary for all food businesses.
- **GST Registration:** Required for business operations.
- **Trade License:** Issued by local municipal authorities.
- **Health & Safety Permits:** To ensure compliance with food safety standards.

16. Training and Certifications

- **Institute of Catering Technology:** Offers courses in food service and management.
- **National Institute of Food Technology Entrepreneurship and Management (NIFTEM):** For technical and entrepreneurial skills in food processing.

The Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Entrepreneurship program that helps to run businesses successfully are also available from Institutes like the Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer

Only a few training centres are mentioned in the profile, although many centres are available in the market. The addresses given have been taken from reliable sources, to the best of our 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.