

Q.8

Case Study: (compulsory)

Bhavik and Ratul were two students studying a hotel management course at a city college. They hail from Kolkata, a metropolitan city, and Pune, respectively. They became good friends during the course of their education. Bhavik hailed from an upper class family, with his parents in influential government jobs. Ratul hailed from a lower middle-class family with single parent, which means his mother depends on farming for their livelihood.

They both shared a long-held ambition to become successful in their lives by working independently. They both were intelligent and creative compared to others, and both were intent on starting a restaurant in one of their respective places by the name of Khana Khazana.

Bhavik was against the idea to start it at Pune, as he felt that the people of Pune already have so many options for restaurants that they won't explore new ones.

Bhavik has a strong view that the people of Pune are more into fast food as the majority of the population of Pune are out-station students, and the concept that they have for their restaurant, which is homemade food, won't be accepted by the population of Pune.

But Ratul was strong in his view that because the crowd is young and most are away from home, they will love to have homemade food.

a.	This business is example of which type of entrepreneurs?	05	L4	CO2
b.	What are the characteristics of good entrepreneur Bhavik and Ratul are missing, because of which it is taking time for them to come to conclusion about the venture?	05	L4	CO4
c.	What are the potential advantages and disadvantages of opening Khana Khazana in Pune, according to your perspective?	10	L4	CO6

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