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Study on Start-up Success Factors on Rural Area: - A Case Study of FoodVastu Online Delivery

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ABSTRACT: The goal of this study is to better understand the factors of start-ups in rural areas. Well, understanding of factors may not lead to the failure of the start-up. Small business owners are worried about the startup strategies because about 50% of new small startups fail during their first 5 years of operation. When starting a business in rural areas people are not aware of the technology and concept of time saving. Market entry strategies analyze if the problem is genuine or not for the public. This study finds and investigates some elements that have a substantial impact on the success or failure of start-ups. Making aware to the public aware of rural areas' technology is the future. Start-up should be the problem-solving of people which they are facing. Make a start-up on the trial stage and gather feedback from the pilot audience that the start-up is solving the problem you identified. Data was collected through the customer survey. Using technology that is easily adapted by the population of rural areas (WordPress, Wix, Shopify, etc.). Start-ups help to generate employment in the rural area. Helps in the economic growth that will help the area to be developed. UI of any start-up based on tech in rural areas should be very user friendly which will help to learn quicker to any user. Make your product or service that fits the market or not.

KEYWORDS: Start-up, Rural Area, Technology Based, Small Business, Economic Growth

I. INTRODUCTION

Start-up means making the company into the operations This study focuses on the analysis of Start-up success factor of the Business “FoodVastu:- Online Delivery”. The study explains the strategies of the business before and after starting **FoodVastu**. A specific emphasis on the challenges faced and adaptation made to the customers with the implementation of the FoodVastu. This research aims to provide valuable insights of the market for guiding future strategies and enhancing the service for the customers. FoodVastu provide service with 30min and there is also option that you can select the delivery time when as per your convenience.

Starting tech-based business in rural areas is bit complex compared to the urban area because the crowd of urban area easily adapted the tech platform as compared to rural area. So, FoodVastu Online Delivery have made the WordPress based platform with very simple UI/UX for receiving the order also they use to receive the order from WhatsApp and call because it is easy for the customer of rural area.

II. NEED AND SIGNIFICANCE OF THE STUDY

The need and significance of the study on the Start-up success factor can be summarized as follows:

- **Bridging Gaps:** Technology helps to bridge the gaps in service provided by start-ups. Technology can enhance connectivity, improve communication and provide solutions which may be lacking in the traditional way.
- **Economic Growth:** It contributes to the development of the region. Technology based business stimulates economic growth by creating job opportunities and increasing the sales of vendors. Helps attract investors to put their money into the business and a culture of innovation.
- **Skills Development:** Establishing technology-based start-ups needs skilled workforces. This will help to promote the ok of education.



- **Access to Market:** Business with the technology in developing areas to access the large scale of the market and also helps to reach the global market, expanding their reach beyond local boundaries. This will lead to increased revenue and exposure to the diverse business environment.
- **Improving Quality of Life:** With the innovative technologies we can address the local challenges for the adoption of the change but later on it helps to improve the quality of life with motive of time saving and cost-effective services.
- **Increased Efficiency:** Technological advancement often lead to increased efficiency and productivity.

III. LITERATURE REVIEW

Murphy, P.J. and Manocha, P. (2024), As the industrial-organizational paradigm slowly recedes and the entrepreneurial paradigm rises, cultural shifts and policy changes will favor and promote more entrepreneurial activities. The inefficiencies of traditional and established companies have become more apparent in recent years, manifested as layoffs, closings and retrenchment activities. Government entities and policymakers with interests in economic development are responding with new legal statuses that are designed especially for entrepreneurial activities. National, provincial, state and municipal governments are offering incentives and grant programs to encourage innovation.

Srivastava, M., Shivani, S. and Dutta, S. (2024), This empirical work leads to the theoretical advancement of the emerging construct, SEI, by presenting evidence of the significant individual-level antecedents of the construct. The results lead to recommendations for policymakers and educators to design strategies to strengthen SEI, thereby expanding the adoption of sustainable entrepreneurship.

Valliere, D. and Nicholls-Nixon, C.L. (2024), The paper contributes to the incubation typology literature by challenging a widely held assumption that entrepreneurs have the potential to benefit from incubation and by reconceptualizing incubators as “crucibles” that perform a critical function in distinguishing high-potential entrepreneurs.

Gambirage, C., Cyrino, A.B., Caetano da Silva, J., Barbosa, L.G.M. and Parente, R.C. (2023), The findings suggest that the increase of the COVID-19 virus contagion per se did not severely affect entrepreneurial ventures' performance and survival. However, the worsening of the COVID-19 pandemic did weaken entrepreneurial ventures' performance and survival. Moreover, the findings suggest that entrepreneur education has an inverted U-shaped relationship with entrepreneurial ventures performance. Indigenous, Brown and Black entrepreneurs experienced decreased entrepreneurial ventures survival compared to White entrepreneurs. While entrepreneurial ventures that adopted digital technologies and had access to loans increased their performance and survival during the COVID-19 pandemic, those who failed in these aspects experienced negative performance and survival effects. Thus, although the COVID-19 pandemic severely impacted many entrepreneurial ventures and even forced some to close, others survived and even prospered during the environmental shock.

Amorim, P.G., Mathias, M.A.S., Rocha, A.B.T.d. and Oliveira, O.J.d. (2023), These guidelines enable small companies to develop their environmental management following the logical evolution of SPTs: ISO 14001, green supply chain management (GSCM), cleaner production (CP) and green design (GD). The implementation should happen gradually, through the PDCA cycle, according to three specific levels of environmental evolution.

Kraus, P., Stokes, P., Moore, N., Ashta, A. and Britzelmaier, B.J. (2023), A consideration of entrepreneurs and owner-managers as “elites” has been less profiled and received less attention, therefore the paper views the entrepreneurs and owner-managers as constituting a form of “local elite” within given and varying sectorial, regional and community boundaries. The authors argue that a consideration of entrepreneurs as “local elites” and transferring knowledge from an elite interviewing perspective may strongly support scholarly research in the entrepreneurship field.

Best, S. and Chinta, R. (2021), The self-employed are an essential segment of society who contribute to economic growth and stabilisation in their communities. Therefore, it is crucial to investigate whether they enjoy a work–life balance (WLB) and life satisfaction (LS), which are two separate concerns of the self-employed in this study. Existing literature indicates that household income (HI) is a significant determinant of WLB and LS. This study investigates the



levels and relationship of WLB and LS among the self-employed in the USA and the possible influence of HI on this relationship.

Skawińska, Eulalia, and Romuald I. Zalewski. 2020, define the startup as a young, small, independent, creative, innovative company that performs research and development activities in order to solve real problems and propose future solutions, with an attractive business model and a talented team. Under this approach, we consider that a startup company may be defined as a business organization created by entrepreneurs within a collaborative structure.

IV. OBJECTIVES OF THE RESEARCH

- 1.To determine whether starting a business in a rural area can change the lifestyle of a customer.
- 2.To determine whether adaptations of technological startup are easy for customers.

HYPOTHESIS

H₀: There is no significant changes in lifestyle of customers.

H₁: There is a significant change in lifestyle of customers.

H₀: Adaptations of technological startup is not easy for customers.

H₁: Adaptations of technological startup is easy for customers.

SCOPE OF THE STUDY

The scope of this study on Start-up success factor at rural area from following aspects: -

Geographical Scope: The study focuses on the starting business at developing area with technology. It considers the specific challenges and adaptations made by FoodVastu to the customers.

Time Scope: The study examines the pre and post periods of starting business and analyze the changes and customer experienced by the FoodVastu It covers the timeframe from before the starting FoodVastu began to the present, considering the ongoing customer experience.

Supply Chain Elements: The study encompasses various aspects of the supply chain, vendor management, logistics, and distribution. It analyzes the strategies to manage cost effective service to the customers.

Comparative Analysis: The study conducts a comparative analysis between before and after starting business for time saving of customers. It focuses on identifying best practices and lessons learned that can be applied for customer satisfaction.

Managerial Implications: The study provides practical recommendations and insights for starting business. It aims to offer actionable strategies to enhance revenue generation, time saving and customer satisfaction.

VII. RESEARCH METHODOLOGY

RESEARCH DESIGN

This project will use a mixed-methodological approach to investigate the effects of launching a business in a developing area using technologies. It will combine quantitative and qualitative research methods. This approach will facilitate a comprehensive understanding of the topic and provide triangulation of data to support the validity and reliability of the results. The research design will have the subsequent components:

TYPES OF DATA COLLECTION

Primary Data: Primary data are those, which were collected afresh & for the first time and thus happen to be original in character.



- Questionnaire

Secondary data: Secondary data is collected from previous research and literature to fill in the respective project. The secondary data was collected through:

- Articles
- Websites

Sample size: 122 (Customers)

Analysis Technique: Random Sampling and Questionnaire technique selected by researcher to collect the data from the respondent.

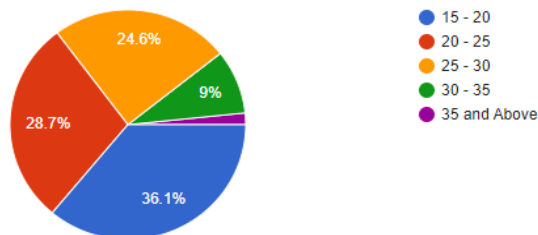
VIII. DATA ANALYSIS & INTERPRETATION

Age

| Response | Frequency | Percentage |
|--------------|------------|------------|
| 15-20 | 44 | 36.1 |
| 20-25 | 35 | 28.7 |
| 25-30 | 30 | 24.6 |
| 30-35 | 11 | 9 |
| 35 Above | 2 | 1.6 |
| Total | 122 | 100 |

Survey Report

Age
122 responses



Analysis

From the above graph and table, it is observed that out of 122 responses, 44 respondents are from 15-20 age group with 36.1 %, 35 respondents are from 20-25 age group with 28.7 %, 30 respondents are from 25-30 age group with 24.6 %, 11 respondents are from 30-35 age group with 9 % and 2 respondents are from 35 Above age group with 1.6 %

Interpretation

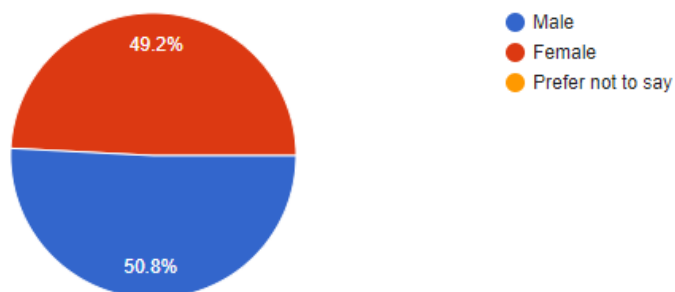
It is observed that most of the respondents are in the age group of 15-20 Years and the least number of respondents belong to the age group of 35 Above.

**Gender**

| Response | Frequency | Percentage |
|--------------|------------|------------|
| Male | 62 | 50.8 |
| Female | 60 | 49.2 |
| Total | 122 | 100 |

Survey Report**Gender**

122 responses

**Analysis**

From the above graph and table out of 122 responses. 62 respondents are male with 50.8 % and 60 respondents are female with 49.2 %.

Interpretation

It is observed that the male respondents and female respondents are almost same.

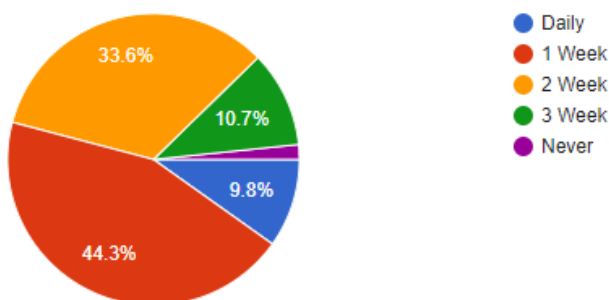
Frequency of order

| Response | Frequency | Percentage |
|--------------|------------|------------|
| Daily | 12 | 9.8 |
| 1 Week | 54 | 44.3 |
| 2 Week | 41 | 33.6 |
| 3 Week | 13 | 10.7 |
| Never | 2 | 1.6 |
| Total | 122 | 100 |



Survey Report

122 responses



Analysis

From the above graph and table out of 122 responses, 12 respondents use to order daily with 9.8%, 54 respondents use to order in 1st week with 44.3%, 41 respondents use to order in 2nd week with 33.6%, 13 respondents use to order in 3rd week with 10.7% and 2 respondents use to order never with 1.6%

Interpretation

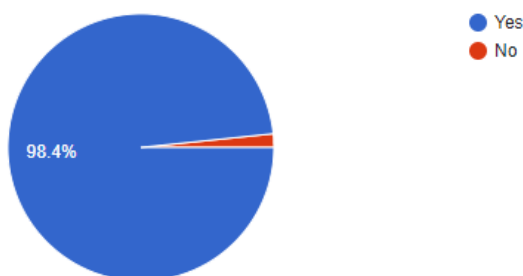
It is observed maximum respondents use to order in 1st week with 44.3% and very less respondents use to order never with 1.6%.

Do you use the service of FoodVastu?

| Response | Frequency | Percentage |
|----------|-----------|------------|
| Yes | 120 | 98.4 |
| No | 2 | 1.6 |
| Total | 122 | 100 |

Survey Report

122 responses



Analysis

From the above graph and table out of 122 responses, 120 respondents are going to use the service with 98.4% and 2 respondents are not going to use the service with 1.6 %

Interpretation

It is observed maximum respondents are using service 98.4% and only 1.6% are not using the service.

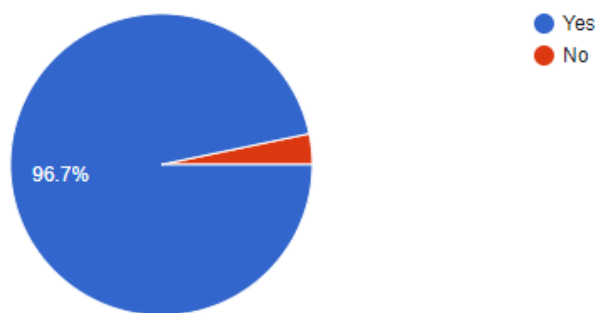


Does online food delivery "FoodVastu" can change the lifestyle?

| Response | Frequency | Percentage |
|--------------|------------|------------|
| Yes | 118 | 96.7 |
| No | 4 | 3.3 |
| Total | 122 | 100 |

Survey Report

122 responses



Analysis

From the above graph and table out of 122 responses, 118 respondents say it can change the lifestyle with 96.7% and 4 respondents say it cannot change the lifestyle with 3.3%

Interpretation

It is observed that 98.4% of respondents say it can change the lifestyle and only 3.3% do not agree with this.

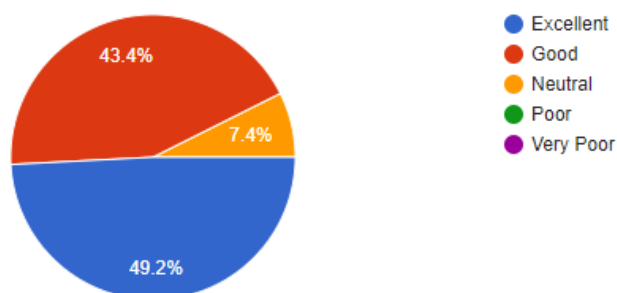
Do you think starting a business in a developing area is good with technology?

| Response | Frequency | Percentage |
|--------------|------------|------------|
| Excellent | 60 | 49.2 |
| Good | 53 | 43.4 |
| Neutral | 9 | 7.4 |
| Poor | 0 | 0 |
| Very Poor | 0 | 0 |
| Total | 122 | 100 |



Survey Report

122 responses



Analysis

From the above graph and table out of 122 responses, 60 (Excellent), 53 (Good), 9 (Neutral), 0 (Poor), and 0 (Very Poor) respondents think starting a business in a developing area (rural) with technology is good with 49.2%, 43.4%, 7.4%, 0% and 0% respectively.

Interpretation

It is observed that 49.2% of respondents think it's excellent for starting a business in a developing area (rural) with technology and 7.4% are Neutral.

FINDINGS

- The study finds the maximum number of consumers are from the age group of 15-20.
- Maximum number of repeat customers on 1st week after ordering 1st time.
- Tech based startups can change the lifestyle of consumers.
- According to the survey the maximum number of consumers agree to start this kind of business.

LIMITATIONS OF RESEARCH

The study was carried out within the stated parameters. Nevertheless, the research was limited.

- The focuses only on 122 customers.
- This study is based on the information provided by the respondents.

SUGGESTION & RECOMMENDATION

- If the rural area has good and proper training school/NGO, they may train them with the trending technology.
- All the vendors should have proper internet connectivity to accept the order.
- Some vendors have a good number of sales, but a few of them don't due to customer choice and some of them use marketing strategics like putting templets, banner on their restaurants.
- Waiter charges may be reduced, the cost of washing plates and order taking time can be reduced.
- Conduct a regular survey of customers and vendors to determine whether their satisfaction level is meeting or not.
- With good quality food with on time delivery at an affordable price will increase the number of customers.
- Local government should support the startup, that may generate employment and increase economic growth.

IX. CONCLUSION

In conclusion, the study has found out the potential and challenges faced during the startup of Food Tech company. Food tech company focuses on changing the way of lifestyle with innovative technology and customer service by meeting the satisfaction level.



The rise of digitalization and mobile technology in rural areas has also transformed the way consumers interact with food delivery, increasing the demand of ordering from the convenience and variety of food items also from their favorite restaurants. Day by day technology is changing and tracking their progress and forecasting their future preference.

If any foreseen challenges happen in future online food delivery services will easily adaptable and also support local restaurants during the crisis.

Food Delivery startup, its ability to anticipate also adapt the changing preference of consumers. By partnerships with local restaurants, prioritizing customer transparency, satisfaction and loyalty with sustainable in the market.

Lastly, while building food delivery startups there are many challenges and uncertainties also present opportunities for innovation and growth of market. Food is also culture need day by day improvement with the true vision. Also play an important role in future food delivery industry and by completing the demand of consumer.

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