

# *Preface*

---

The research study was conducted to learn the localization strategy of the key players in food industry of Vadodara city, the street food vendors and the restaurant, in terms of two of its organizational variables, namely, the product portfolio, finance system and management of the business.

In the process, detailed information was collected on products, sales and distribution practices followed by the institution and to a limited extent the psyche of the consumers. In addition, the study also uncovered initiatives taken up and the strategies they laid out to enhance the market share and sales turnover.

This research was conducted with the help of personal interview, telephonic interviews and questionnaires that tried to find the satisfaction levels of the Consumers regarding the support they enjoyed in terms of the products and services offered by the entities.

This project is prepared to provide a comprehensive introduction to the study of the business. A genuine attempt has made to provide a very clear understanding of the food business, the various decisions of the organizations.