



### History of the Company:

I Mohanbhai Fatnani was born and brought up in a poor family. In a way I am uneducated or you can say totally illiterate had never imagined that one day I would be writing about myself, my history and my hard work. I would thank my family and friends for the support they have given me to reach to this stage. A saying says that "Behind every successful man there is a woman". My wife Reena fatnani gave me all the moral support and motivation required for my personal life. She has provided me time and again with her knowledge and expertise. She being a highly educated woman did her graduation from Nagpur in Bsc. She also did B.A. with psychology after marriage & managed with a guy like me who is totally blank about today's education system. Before marriage when I was of 10 yrs I use to do labor work, selling gathiya running a hand lorry, then in a cabin and then in 1990 after marriage I got a shop which was like a dream come true. From that day onwards I have never looked back.

Selected 2011-13



# Nilesh Farsan House



In 1992 I met with a fatal accident in which I almost faced death. I was serious for six months and unfortunately I lost my right hand without which things became pretty strenuous and seemed almost impossible. After a long break and with the help and support of my family I have reached this point where even being a handicapped man am still running this business.

**Name of the Director:** Mr. Mohanbhai. T. Fatnani

**Established** : 1990

**Product: Different types of gathiya:** Jada Masala Gathiya. Also known as mari-masala gathiya (Bhavnagari gathiya), Jeena Gathiya (Bhavnagari jeena Gathiya), Teekha Gathiya (Spicy Gathiya), Papdi Gathiya, Palak Gathiya (Gathiya made up of pure Spinach), Methi Gathiya (Gathiya made-up of Fenugreek), Fulwadi Gathiya, Lasania Gathiya (Gathiya made up of pure Garlic), Faradi Gathiya (Gathiya made-up of Amaranth)

**Different types of sev:** Normal sev with 3 different sizes. One which is used by Gujarati people in cooking a curry (subjee). Another medium size sev which is used in bhel. And third which is called 0 no. sev is used in pani puris and other dishes. Ratlami sev (Bikaneri sev), Teekhi sev (spicy sev), Tomato-potato sev.

**Chevdas:** Mix chavanu (mixture of most of the snacks in it), Makkai pouva (corn chevda), Daal-bateta chevda (sweet chevda) chevda made up of mixture of potato chips and chana daal), Navratna chevda ( sweet n lime chevda) chevda made up of rice pouva n spices), Farali chevda : (chevdas or mixture made up of potato or banana chips especially for jain people adding spices in it).

**Other products:** Farsi poori or dotha poori, Khakhras , Pooris (spicy, chat, nasta, pani poori, etc.), Mix Kathor (pulses) N many more.



Today my younger son Ritesh Fatnani, who finished his HND in Hospitality management from Scotland UK, is providing our business with his modern and updated knowledge, vigour and skills, is expanding it in his own views. My elder son Nilesh Fatnani who is in London and has completed his masters in Medical Genetics after finishing his bachelors in Genetic science and is now making his career and moving further in life. The credit for all this achievements of my children goes to my wife who has worked day and night for their education and my business as well. It is truly said that woman power is unbeatable.





**Achievements:** I can proudly say that I've achieved most of my pre-set goals in life till now. Rising from Rags to Riches is like a dream come true. It's all because of hard work and with the grace of the God and love from my family. The main reason behind this achievement is good intention which I believe all should cultivate- never make a fool of your customer by selling them unhygienic or low quality products or by plundering them by charging high prices.

Not only in quality but in terms of quantity also people have liked our product and have given good response. Not only in Bhavnagar but all over Saurashtra and Gujarat gave good response to our products. Without any kind of advertising or budget we have achieved this tremendously huge demand from the people of Bhavnagar and entire Gujarat.

We have received a respectable catering certificate from Bhavnagar caterers Association which states us to bear good quality and best service in this sector.

**What are the Strategies implemented for Marketing:** Im Window selling, Publicity by appreciation, Customers consumers, Publicity by word of mouth.

It has been a tradition in bhavnagar that people visit bvn or leaving bvn lay emphasis having our product. Our customers recommend our to their family, friends and relatives.

**Recent Developments:** To maintain health and hygiene and raising standards we have made and modified our food processing machineries as per our innovative ideas to make our products smoothly and speedily. Recently we have also developed by renovating our old shop to the latest design which attracts our consumers and makes it more user friendly for them.

Recently we have purchased a new property which will be transformed into a snack showroom in future. Soon there will also be a new workshop where all the production will be done so that it makes my work easy at a single particular place.

Our new sister consultancy has already started named RINZ N RITZ Enterprise which does all the selling or exports our product outside bhavnagar. This unit is managed by my wife Reena and younger son Ritesh.

**How do you Promote your Product:** We lay emphasis purely on publicity by word of mouth. Our customer's satisfaction and the conveyance of the same to their family and friends is our sole way of advertising ourselves.

**Further Expansion Plan:** We are planning to convert our shop into a type of a mall which would make it easy for the customers who in today's time prefer to visit a mall to a shop cause it makes their shopping experience a pleasant one as it displays the items and the respective prices more effectively, quickly and in a more user friendly manner.

**Are there any recreation facilities, implemented for staff members? :** Rest rooms for the workers, Sanitized wash rooms, Recreation facilities like listening to music, reading etc., Promoting their children to study, Providing free medicines to them, Providing them with free snacks and take away, Providing them with an insurance cover, In nut shell we treat them as family.

**Mantras to become successful entrepreneur:** Providing the best quality and value at a reasonable price. Success has no shortcuts but a long way called hard work and total quality management.

**Brand Values:** By Gods grace we have been able to retain our prices at somewhat stagnant levels as compared to other fluctuating prices of competitors.

**Do the Company participate in any corporate activity:** Donation was done to Gujarat riots victims. Provision of food packets to Surat flood victims for whom it was impossible to leave their houses to buy food for themselves as the areas were highly water clogged. We provide prashad at Sai Baba Mandir to all the devotees of Respected Baba on Thursdays. We have provided the Shivji temple of Nishkalank mahadev with several water tanks of potable water which helps the devotees and the residents thereof to consume and use it for several other purposes.

**Grate things about you :** Having lost my right hand in an accident I am unable to do the manual work all by myself and thus I just guide my employees to deal with the product preparations and keep an eye on them to maintain the same quality since last 22 years.

