

Frequently Asked Questions (FAQ)

1. What is your pricing strategy?

Competitive pricing with premium quality. Bulk sourcing and combo deals are used for better cost management.

2. Who is your target market, and how do you connect with First Nation communities?

Our main audience includes Farmers Market visitors in Terrace, BC, and local communities who value fresh, local food.

3. Are meals freshly prepared or pre-packaged?

All meals are freshly prepared, ensuring maximum freshness and authentic flavors.

4. How do you plan to attract and retain customers?

We offer free samples, promote actively on social media, and aim for a 30% repeat customer rate through consistent quality and engagement.

5. What marketing channels do you use?

- Digital:** Social ads, Instagram orders, influencer collaborations.
- Community:** Partnerships and participation in cultural events.
- Offline:** Stall decoration, samples, flyers, and local promotions.

6. Are you operating a food truck or a market stand?

We operate a stand at the Terrace Farmers Market.

7. What makes Nishaa Foods unique compared to others?

Authentic South Indian flavors, seasonal menu options, catering services, cross-promotions with other vendors, and cooking in a restaurant-grade kitchen for superior quality.

8. Is online ordering and delivery available?

- Currently:** In-person sales at the market only.
- Future Plans:** Exploring home delivery and online ordering options.



9. How will the business manage surplus food or lower-than-expected customer turnout?

We manage inventory carefully, prepare limited batches based on estimated footfall, participate in community events to sell excess, and minimize food wastage.

10. Are there plans to expand the menu or services based on demand?

Yes, based on customer feedback, we plan to introduce rotating dishes, seasonal specials, catering services, and eventually online ordering.

11. What permits or licenses are required, and have they been secured?

Necessary food safety permits, health certifications, and vendor licenses for the farmers market are already secured or being finalized before launch.

12. How is customer feedback tracked and integrated into business adjustments?

Through direct conversations, online reviews, social media polls, and customer surveys at the stall to make ongoing menu or service improvements.

13. Will profits be reinvested to grow the business?

Yes, profits will be reinvested into expanding the menu, marketing reach, delivery options, and exploring other local markets.

14. Are vegetarian or vegan options available?

Yes, our menu includes vegetarian options, and we are planning to introduce some vegan-friendly items as well.

15. What are the main menu items or products?

Authentic South Indian dishes, including dosas, idlis, sambar, rice-based meals, and special seasonal or festive items.

16. What days and hours is the food stall open?

We operate during Terrace Farmers Market days, primarily weekends, following market operating hours.

17. Can customers place orders for group events or gatherings?

Yes, we offer catering for group events and gatherings upon pre-order with customized menu options.

18. Will there be rotating dishes or seasonal specials?

Yes, the menu will change seasonally with rotating dishes to keep the offerings fresh and exciting for regular customers.

19. How can customers follow your menu updates and new announcements?

Customers can follow us on Instagram and Facebook for updates, menu changes, special promotions, and upcoming seasonal dishes.

20. Are ingredients supplied ethically and locally?

Yes, wherever possible we source ingredients ethically and locally, supporting farmers and Indigenous suppliers.

21. How does the brand name relate to its products and what does it mean?

“Nishaa” symbolizes tradition, authenticity, and a homely feeling — which reflects the heart and soul of our South Indian culinary experience.

22. How will you acquire inexpensive and sustainable Indigenous foods?

By building relationships with local farmers, Indigenous food producers, and ethical suppliers to ensure sustainability and fair pricing.

23. Who are your main competitors, and what sets Nishaa Foods apart?

Our competitors include other food stalls and ethnic cuisine vendors. Nishaa Foods stands out through authentic flavors, fresh preparation, cultural connection, and a dynamic seasonal menu.

24. What community backing or partnerships do you currently possess?

We have initial support from local event organizers, cultural communities, farmers market management, and local partnerships for ingredient sourcing and event participation.