ASSESSMENT OF FINANCIAL MANAGEMENT STRATEGIES AND CHALLENGES FACED BY FOOD SERVICE INDUSTRIES IN NSUKKA URBAN

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ABSTRACT

This study assessed the financial management strategies adopted by food service industries and the challenges they face in Nsukka Urban, Enugu State, Nigeria. A descriptive-comparative research design was employed to answer three research questions based on data collected from a sample of 250 food service industry staff. Two null hypotheses were tested at $p < 0.05$ level of significance. A structured questionnaire, validated by three experts with a reliability index of 0.79, was used for data collection. Descriptive statistics such as mean and standard deviation were used to analyse the data on the research questions while ANOVA was used to test the hypotheses. Findings revealed that the key financial management strategies adopted by the food service industry included cost management, revenue enhancement, budgeting and risk management. However, investment strategies like technology adoption and securing loans were not prioritised. Major challenges they faced were rising costs of raw materials, lack of access to loan facilities, lack of skilled labour, improper money management and fluctuating prices. The solutions to these challenges included improving energy efficiency, use of technology, monitoring cash flows and employee training among other things. The study concludes that the adoption of specific financial management strategy is dependent on the type of food service industry and their profit margins are influenced by the challenges they faced. Recommendations include prioritising energy-efficient practices, leveraging technology for invoicing, and fostering employee development. Policymakers should also facilitate access to loans and training programs to enhance sector resilience. These insights offer practical value to business owners, researchers, and stakeholders in optimising financial sustainability within Nigeria's food service industry.

Keywords: Food service, Financial management, Businesses, Finance, Small-Medium enterprise

JEL Code: E2, G4, L8, N2

1. INTRODUCTION

Nigeria, Africa's most populous nation, grapples with socio-economic challenges such as high inequality and poverty, hindering its economic growth trajectory (Akamike, Okonkwo & Ejiogu, 2023). Notwithstanding numerous attempts to enhance economic performance, the country still faces many obstacles (Abiodun, Olawunmi & Toyin, 2025), particularly regarding business financing. Modern economic systems are fundamentally based on the idea of finance, which is essential for promoting stability, innovation, and economic growth (Dikeogu-Okoroigwe, Obiukwu & Okonkwo, 2024). In addition to borrowing, investing, and budgeting, finance deals with issues pertaining to the creation, management, and analysis of money and investments. It is frequently considered the lifeblood of any company since it is necessary for the development, manufacturing, and distribution of goods and services (Hayes, 2024). Therefore, to accomplish their goals and thrive, businesses must have effective financial management.

Financial management is the proper use of an organisation's financial resources, such as making investment decisions and implementing cash management methods to maximise profits while minimising risk (Akinnibi, 2023). It entails planning, organising, directing, and controlling financial activities to fulfil organisational goals (Dhoot, 2021). Effective financial management ensures effective working capital management, cash flow optimisation, and liquidity risk minimisation, while assuring the organisation's financial stability and sustainability (Edmund, Collins & Donkor, 2015). In today's competitive business environment, financial management has evolved into an essential component of the food service industry's corporate strategy.

The food service industry includes businesses, institutions, and companies that prepare meals outside of the home. It includes full-service restaurants, hotel restaurants, limited-service outlets, food vendors, school and hospital cafeterias, catering companies, and other establishments that produce, serve, and sell food to the general public for profit. The United States Department of Agriculture (2025) defines the foodservice industry as facilities that serve meals and snacks for immediate consumption on-site (food away from home). In Nsukka urban, the food service industry plays a significant role in the region's economic development, since it creates jobs and helps grow local economies (Edeme & Nkalu, 2018). However, the industry continues to face several financial issues, such as insufficient funding, poor budgeting, market risks, regulatory barriers, the complexities of food service operations, and ineffective resource allocation. These issues might result in lower profitability, decreased competitiveness, and even business failure. For example, Ogunyemi (2021) reports that between 2015 and 2021, ten food and beverage enterprises in Nigeria closed their operations and businesses due to the challenging economic environment and the devastating impact of the COVID-19 pandemic. The food service industry is always faced with severe competition, unpredictable demand, and high operational costs, necessitating the implementation of effective financial management strategies.

Financial management strategies are critical for organisations in the food services industry to overcome the obstacles of a competitive market, because applying them can assist firms in achieving sustainability, long-term growth, and profit maximisation (Ahmad, 2016). These strategies include budgeting, cost control, revenue growth, financial planning, risk management, investment and financing, cash flow management, and performance tracking (Deshmukh, Santosh, Laxman & Deshmukh, 2023). Industries can save money by tracking and regulating food costs, overhead expenses, labour costs, and waste reduction (Onyenekwe, Amaechina, Onah, Ayogu & Eze, 2025). When this is done, the business will gain cost control, increased profit margins, improved cash flow, and enhanced operational efficiency. Despite these many benefits the adoption of financial management strategies in the food service industry has remained low, posing various challenges to economic growth and development (Najib, Ermawati, Fahma, Endi & Suhartanto, 2021).

Industrial sector development is a key instrument for achieving economic growth and development (Oladipo, Joshua, Machi, Yusuf & Afamefuna, 2023), and the food service sector offers a dynamic environment with countless potential. Since the food services industry is characterised by a large number of Small Medium Enterprises (SMEs), they face unique challenges in growing and expanding their roles and contributions, such as limited access to funding, a lack of technology and human capital, insufficient financial expertise, and fierce competition (Akaeze, 2016). The economic benefits of improving SMEs' access to the financial sector are significant, as they are anticipated to contribute 55 per cent of the country's GDP (Najib et al., 2021). They play an increasingly vital role in promoting industrialisation, fostering employment, and enhancing economic resilience. Therefore, effective financial management strategies are needed to reach the full potential of these industries.

Each section of this article is organised logically to provide a comprehensive assessment of the financial management strategies of food service industries in Nsukka urban. The introduction briefly describes the key variables of interest, such as finance, financial management, the food service industry, and financial management strategies. The literature review explained the theoretical underpinnings of the study and provided a review of related empirical studies that helped to clarify the study gap, contribution to knowledge, rationale for the study and statement of purpose. The methodology section outlined the research design, sampling techniques, data collection and analysis methods. The results and discussion section presented findings from the descriptive and inferential statistical analysis and discussed the implications of these findings in relation to existing literature. The final section summarised the key findings and offered recommendations for economic best practices.

2. LITERATURE REVIEW

2.1 Theoretical Literature

Several theories are used to explain financial management, but this study is anchored on the resource-based view theory and neo-classical microeconomics theory.

The resource-based view (RBV) theory essentially contends that any sort of sustainable competitive advantage that an organisation may build is the product of the firm's unique resource endowments (Bromiley & Rau, 2016; Maruso & Weinzimmer, 2015). The diverse source of material that makes an organisation successful must originate in an imperfect market factor (Waithaka, 2016). This theory is relevant to this study as it emphasises the importance of internal resources and capabilities in achieving competitive advantage. It can help assess how effectively financial management strategies are being utilised to leverage the available resources and enhance the overall performance of the businesses.

The Neoclassical microeconomics theory provides a framework for understanding how firms make resource allocation and pricing decisions. In the context of financial management, this theory offers valuable insights into how firms optimise their financial resources to achieve maximum efficiency and profitability (Kenton, 2024). By applying neoclassical microeconomics theory to financial management, food service industries in Nsukka urban can optimise investment decisions, determine optimal capital structure, and adjust financing strategies based on the efficiency of financial markets.

2.2 Empirical Literature

Deshmukh et al. (2023) conducted a comprehensive analysis that delved deep into the financial management practices in India's food and nutrition industries, shedding light on their crucial significance. The study highlighted several areas of financial management, including budgeting, cost control, revenue management, working capital management, and risk reduction. Sound financial management strategies significantly contribute to the food sector's growth and resilience, ensuring that it positively impacts global health and nutrition.

Laia and Widagdo (2024) investigated the financial management strategies used by owners of small eateries in Indonesia to maintain operations and compete in local marketplaces. Using a qualitative approach, data were gathered through in-depth interviews, and findings indicated that daily cash flow management, operational cost control, efficient use of working capital and adoption of basic technology were some management practices employed by the establishments.

Okeke, Bakare and Achumie (2024) conducted a comprehensive examination of forecasting financial stability in Nigerian SMEs. They found that strategic budgeting is critical in aligning financial plans with business objectives, controlling risks, and responding to market changes. Zero-based budgeting, activity-based budgeting, and rolling budgets are all techniques that allow SMEs to allocate resources and manage cash flow more efficiently. Additionally, efficient revenue management involves using price strategies, sales channel diversification, and client segmentation to maximise revenue streams and boost profitability.

Nedzvedskyi, Banyeva, Kushniruk, Velychko and Cherven (2024) examined financial planning and budget management in hotels and restaurants in Ukraine. The findings show that external variables like staff safety, changes in customer needs, and economic volatility have a negative impact on the industry. In order to successfully adjust to unstable economic conditions, it became important to reinforce financial management methods such as the logical distribution of resources, the search for sources of capital, and the application of effective financial processes. These played critical roles in reducing market risks and minimising unfavourable outcomes.

The focus on Nsukka urban in this study provides a useful lens through which to study the broader economic challenges confronting the food service industry in Nigeria. This is because Nsukka Urban is home to the University of Nigeria, making it a significant and ideal location for studies on economic development and social transformation. The diverse population of Nsukka offers an excellent backdrop for researching economic inequality, social dynamics, and how local food service providers are affected by economic policy. According to Akaeze (2016), the challenges and complexities that come with financial management for food service industries in Nsukka urban include the erratic nature of cash flows, fluctuations in revenue due to seasonal variations and changes in consumer preferences. Hence, the need for a comprehensive assessment of the financial management strategies of food service industries in the area, which is the broad objective of this study. By understanding and tackling these challenges, businesses will be able to improve their financial resilience and drive sustainable growth, ultimately contributing to the overall economic development of the country.

3. METHODOLOGY

3.1 Theoretical Framework

The neoclassical microeconomics theory forms the foundation of this study. The interconnectedness of this theory to the present study is evident in its emphasis on rational decision-making and resource allocation efficiency to manage finances properly and mitigate the various challenges they face. In the context of Nsukka urban, applying neoclassical microeconomics theory can provide valuable insights into how different food service industries (hotels, restaurants, fast food outlets and catering firms) make rational decisions about investments and financing based on expected returns and costs. The theory also explains how the industry's profit margin is affected by the challenges it faces. Based on these, the following hypotheses were tested.

1. There is no significant difference in the mean responses of hotels, restaurants, fast food outlets, and catering service staff on the financial management strategies they adopt.
2. There is no significant difference in the mean responses on challenges faced by the food services industry and their average monthly profit.

3.2 Research Design, Population and Sampling

The study design adopted a descriptive-comparative research design. A descriptive comparative research design describes differences between groups in a population without manipulation. This design was suitable because it was used to conduct an in-depth analysis of the financial management strategies adopted by food service industries in Nsukka urban. Then, the mean differences in the responses across different categories of industries were compared. The population was one staff member each from the 500 food service industries in Nsukka urban, which comprises 50 hotels, 100 restaurants, 250 fast food outlets and 100 catering services. A two-stage sampling technique was adopted. The first stage involved calculating 50% of the total population, which gave a sample size of 250 (25 hotel staff, 50 restaurant staff, 50 catering service staff and 125 fast food outlets staff). In the second stage, simple random sampling without replacement was used to select the food service establishments whose staff participated in the study. This ensured that all the establishments had an equal chance of selection and that the result could be generalised to the larger population.

3.3 Data Collection Instrument, Validity and Reliability

The instrument for data collection was a structured questionnaire on financial management strategies of food service industries, which was developed by the researchers. The questionnaire was divided into parts I-III, which sought information aimed at providing answers to the research questions as follows. Part I elicited data on the financial management strategies adopted by the industries. Part II was for the challenges faced by the food service industries, and Part III tackled solutions to the challenges faced by food service industries in Nsukka urban. Responses were on a four-point scale as follows: strongly agree (4), agree (3), disagree (2), and strongly disagree (1). The questionnaire was given to three experts who were lecturers from the Department of Home Science and Management for face and content validity. They evaluated the suitability of the test items, and their inputs were considered when producing the final copy that was administered to the respondents. To ensure the reliability of the test items, a pilot test of the instrument was carried out, and 10 copies were distributed to the staff of food service establishments in the Udenu Local Government Area. The Cronbach's alpha coefficient value of 0.79 was obtained, showing that the test items had good internal consistency.

3.4 Data Analysis Method

Data from the questionnaires were entered into the computer software IBM-SPSS version 23.0. Descriptive statistics such as mean and standard deviation were used to analyse data on the adopted financial management strategies, challenges faced and solutions to the challenges. Means of 2.5 and above were regarded as adopted/agreed, while those below 2.5 were regarded as not adopted/disagreed. The inferential statistics, one-way analysis of variance - ANOVA, was used to test the null hypotheses, and the level of significance was set at $p < 0.05$.

4. RESULTS AND DISCUSSION OF FINDINGS

Research question 1: What financial management strategies are adopted by food service industries in Nsukka Urban?

Table 1: Mean and standard deviation responses on adoption of financial management strategies

Strategies	Mean	Standard deviation	Decision
Cost management			
Taking a record of the cost of food and labour	3.5	0.8	Adopted
Tracking of purchases throughout the supply chain to minimise waste	3.2	0.9	Adopted
Renegotiating with suppliers for better prices	3.0	1.0	Adopted

Buying from local farmers to reduce costs	2.8	1.1	Adopted
Using energy-saving equipment to reduce electricity bills	2.6	1.2	Adopted
Reducing food wastage and excess inventory	2.9	0.9	Adopted
Revenue enhancement			
Changing prices based on demand (Dynamic pricing)	2.4	1.3	Not Adopted
Organising menu items by popularity and profit	3.1	1.0	Adopted
Giving discounts and free offers to retain customers and attract new ones	3.3	0.8	Adopted
Expanding services through catering and delivery	2.7	1.2	Adopted
Cash flow management			
Using cashless payment systems to reduce cash handling costs	2.3	1.4	Not Adopted
Recording customers' debts and money owed to suppliers to minimise bad debts	3.4	0.7	Adopted
Ensuring enough funds for business needs	3.6	0.6	Adopted
Investment and financing			
Investing in technology such as kitchen automation to improve efficiency and reduce costs	2.2	1.5	Not Adopted
Exploring the loan and grant options for expansion	2.0	1.6	Not Adopted
Considering franchising or partnerships to access new markets and funding	1.8	1.7	Not Adopted
Risk management			
Identifying and reducing risks, such as employee accidents	3.0	1.0	Adopted
Implementing insurance for assets and liabilities	2.1	1.5	Not Adopted
Plan for business continuity in case of disruptions	2.5	1.3	Adopted
Implementing food safety and quality control measures	3.7	0.5	Adopted
Budgeting and financial planning			Adopted
Creating a comprehensive business budget	3.2	0.9	Adopted
Making an estimate of future financial needs	3.1	1.0	Adopted
Reviewing and updating the budget regularly	2.9	1.1	Adopted

Source: Fieldwork (2025)

Table 1 shows the adoption of various financial management strategies in the food services industry. All the cost management strategies were adopted, including tracking food and labour costs, renegotiating with suppliers, buying from local farmers, using energy-saving equipment, and reducing food wastage. Revenue enhancement strategies adopted were organising menu items, giving discounts, and expanding services, while dynamic pricing was not adopted. Strategies for managing cash flows were recording debts and ensuring fund availability, while cashless payment systems were not adopted. None of the investment and financing strategies (investing in technology, exploring loans and grants, and considering franchising) was adopted. The adopted risk management strategies were identifying and reducing risks, planning for business continuity, and implementing food safety measures, whereas implementing insurance was not adopted. The food service industries adopted all the budgeting and financial planning strategies, such as creating a budget, estimating future needs, and reviewing the budget regularly. The standard deviations ranged from 0.5 to 1.7, indicating varying degrees of adoption rate for the financial management strategies.

This finding suggests that food service industries in Nsukka urban prioritise short-term financial stability and competitiveness over long-term investment and growth. This may be due to the high uncertainty and risk associated with the food service industry. The implication is that they may miss out on long-term growth and development opportunities. Recent literature underscores the significance of comprehensive financial management strategies in the food service industry. For instance, a study by Deshmukh et al. (2024) highlights the importance of revenue growth management, advocating for a holistic approach that includes yield management, strategic pricing, menu optimisation, and leveraging seasonal trends to drive sustainable income growth. Similarly, Laia and Widagdo (2024) and Okeke et al. (2024) emphasise establishing clear financial objectives, developing detailed budgets, and adopting technology solutions to enhance financial health in restaurants. These insights suggest that food service establishments, including those in Nsukka urban, should adopt a balanced financial management approach that addresses immediate financial stability and future growth prospects.

Hypothesis 1: There is no significant difference in the mean responses of hotels, restaurants, fast food outlets, and catering service staff on the financial management strategies they adopt.

Table 2: Summary of one-way ANOVA on the difference in the mean responses of hotels, restaurants, fast food outlets, and catering service staff on financial management strategies

Strategies	Sum of squares	df	Mean square	F	Sig.
Between groups	7.437	3	2.479	50.330	0.001*
Within groups	12.117	246	0.049		
Total	19.554	249			

Source: Researchers' computation (2025). Key: df = degree of freedom; F = F-statistic; * = statistically significant ($p < 0.05$).

The analysis in Table 2 shows that the p-value of 0.001 is less than the significance level (0.05). Therefore, the null hypothesis is rejected. Thus, there is a significant difference in the mean responses of hotels, restaurants, fast food outlets, and catering service staff on their financial management strategies.

The broader implications of this finding suggest that different food service industries adopt different financial management strategies. This could be attributed to their distinct business models, revenue streams, and challenges. For example, restaurants with high turnover and variable costs tend to prioritise cash flow management and cost control (Russo, 2025). In contrast, hotels tend to prioritise revenue management, technological investment, and strategic budgeting to optimise hotel occupancy rates and standard daily rates (Schwarz, 2025).

Research question 2: What challenges are faced by the food service industry in implementing these financial management strategies?

Table 3: Mean and standard deviation responses on the challenges faced by the industries

Challenges	Mean	Standard deviation	Decision
The rising prices of raw materials and utilities have increased the day-to-day cost of running the firm	3.7	0.5	Agreed
People's inability to make ends meet affects the business	3.5	0.7	Agreed
Difficulty due to prices of things going up and down	3.6	0.6	Agreed
Inability to meet the financial needs of the business because of the uncertain source of income	3.3	0.8	Agreed
Business disruption occurs when the money coming in and going out is not properly managed	3.4	0.7	Agreed
Inability to access loans for the business due to the rigid conditions of the banking sector	3.0	1.0	Agreed
Use outdated kitchen equipment because of the inability to afford new and more efficient ones	2.8	1.1	Agreed

Lack of skilled labour that affects day-to-day operations	2.6	1.2	Agreed
Lack of proper training among some of the staff hampers customer satisfaction and retention	2.9	1.0	Agreed
Some customers are too hard to please	2.0	1.5	Disagreed
Difficulty providing excellent customer service and maintaining efficiency at the same time	2.3	1.4	Disagreed

Source: Fieldwork (2025)

Table 2 presents the challenges the food service industry faces in running its business. The table shows that the industries indeed faced the majority of listed challenges, the most significant being the rising prices of raw materials and utilities. Difficulty due to fluctuating prices, inability to access loans due to rigid banking conditions, use of outdated equipment, lack of skilled labour and business disruption due to improper money management were also challenges they faced. However, they did not face challenges such as some customers being too hard to please and difficulty providing excellent customer service. The standard deviations ranged from 0.5 to 1.5, indicating varying levels of agreement among respondents regarding the severity of each challenge.

These findings imply that food service industries operate in a challenging environment, characterised by rising costs, fluctuating prices, and uncertain income. These challenges can hinder the effective implementation of financial management strategies, making it difficult for businesses to achieve financial stability and competitiveness. A study by Ukonu, Adeyemi and Nwosu (2024) highlights that these businesses struggle with inadequate funding, limited access to credit facilities, and difficulties in sourcing raw materials due to rising costs. The increasing prices of raw materials and utilities make it difficult for food service businesses to maintain stable pricing and profitability. Additionally, fluctuating prices create uncertainty, making financial planning and budgeting more complex (Akaeze, 2016). Research by Imhanzenobe (2020) also indicates that poor financial management practices, such as inadequate accounting systems and a lack of reliable financial information, negatively impact small businesses' profitability and long-term sustainability. Many food service businesses operate with limited financial literacy, which affects their ability to track expenses, manage cash flow effectively, and make informed financial decisions.

Hypothesis 2: There is no significant difference in the mean responses on challenges faced by the food services industry and their average monthly profit

Table 4: Summary of one-way ANOVA on the difference in the mean responses on challenges faced by the food services industry and their average monthly profit

Challenges	Sum of Squares	df	Mean Square	F	Sig.
Between groups	1.897	2	0.948	7.286	0.001
Within groups	32.148	247	0.130		
Total	34.045	249			

Source: Researchers' computation (2025). Key: df = degree of freedom; F = F-statistic; * = statistically significant ($p < 0.05$).

The analysis in Table 4 shows that the p-value of 0.001 is less than the level of significance (0.05). Therefore, the null hypothesis is rejected. Thus, there is a significant difference in the mean responses on challenges faced by the food services industry and their average monthly income.

This finding's further implications indicate that issues facing food service industries, such as increased operating costs, a lack of skilled labour, and fluctuating consumer needs, significantly influence their profit margins. According to Boto-García, Demydyuk and

Carlbäck (2024), these issues might result in higher expenses, decreased sales, and pressure to lower prices to stay competitive, ultimately reducing profit margins.

Research Question 3: What are the solutions to the challenges of implementing financial management strategies?

Table 5: Mean and standard deviation responses on the solutions to the challenges faced

Solutions	Mean	Standard deviation	Decision
Improving energy efficiency in order to reduce operational costs	3.8	0.4	Agreed
Recording accounts receivable and accounts payable to reduce human error and speed up transactions	3.5	0.6	Agreed
Using software for invoicing and payments will help maintain healthy cash reserves and improve financial positioning	3.4	0.7	Agreed
Developing a well-structured business plan will serve as a roadmap for financial strategies and help in securing funding	3.6	0.5	Agreed
Employee training will help in fostering a skilled workforce for the business	3.7	0.5	Agreed
Prioritising employee development will improve performance and increase turnover	3.5	0.6	Agreed
Implementing a customer feedback system will help improve customer satisfaction with my establishment	3.3	0.8	Agreed
Providing ongoing training on customer service to staff to help maintain high standards	3.6	0.5	Agreed

Source: Fieldwork (2025)

Table 5 presents the solutions to challenges faced by the food service industry. The respondents agreed to all the listed items as solutions to the challenges they face in the day-to-day running of their business. The most highly rated solution was improving energy efficiency to reduce operational costs. Employee training to foster a skilled workforce, developing a well-structured business plan to facilitate funding, prioritising employee development, using software for invoicing and payments and implementing a customer feedback system were some other solutions identified by the respondents. The standard deviations ranged from 0.4 to 0.8, indicating a relatively high level of agreement among respondents regarding the effectiveness of these solutions.

The findings imply that food service industries can address the challenges of implementing financial management strategies by focusing on cost reduction, employee development, and process improvement. Supporting these findings, Samant (2025) reported that real-time inventory visibility and control, automated stock requirement notification, efficient demand forecasting, avoidance of stock theft, detailed financial transactions and analysis, and maintaining accurate details of customers are some of the ways food industries can reduce multiple operational challenges. According to Khalid (2025), food companies can improve customer satisfaction by diversifying offerings, investing in research, regularly updating menus, and providing clear information about sourcing. Chiu (2023) further suggested that automation can improve food production operations by reducing operational pressures, increasing precision, addressing labour issues, increasing profit margins, and regulating processes. By implementing these solutions, food service industries can improve their financial performance, increase efficiency, create more employment opportunities, enhance competitiveness and drive economic development in the nation.

5. CONCLUSION AND POLICY RECOMMENDATIONS

This study highlighted the financial management strategies adopted by food service industries and the challenges they faced. Valuable insights into the complexities of managing finances in this dynamic and competitive industry were provided in the form of cost management, revenue enhancement, risk management, budgeting and cash flow management. The study concludes that adopting a specific financial management strategy depends on the type of food service industry and that the challenges these establishments face also influence their profit margins.

Based on the findings of this study, it was recommended that to overcome challenges, food service industries should prioritise investing in energy-efficient practices, invest in employee training and development, implement new technologies, and diversify revenue streams while maintaining a cash reserve. Additionally, policymakers in government agencies such as the Central Bank of Nigeria, Corporate Affairs Commission, and Federal Inland Revenue Service should support food service industries through economic initiatives such as tax breaks, low-interest loans, and financial management training programs. This will make it possible for these SMEs to invest in new technology that will enable them to survive the competitive nature of the food service industry.

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