

HEALTH FOOD BUSINESS: NEW MODIFIED ROLE OF RELIGIOUS UNIT TO SERVE THE NEED OF THE LOCAL

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ABSTRACT

In this short communication, the author describes and discusses the interesting health food business existing in Buddhist pagoda. This is an interesting new modified role of religious unit to serve the need of the local people who follow the vegetarianism practice.

KEYWORDS: Business, Health, Religious, Food, Role.

INTRODUCTION

Health business is an interesting business in the present day. The main scope of the health business in the present day is healthy food, cosmetic and aesthetic. It is mainly dealt with by the private section. However, an interesting unit that usually has no function in business might also transform to start practicing business and this becomes a very interesting business model. Here, the author describes and discusses an interesting health food business existing in Buddhist pagoda.

CASE STUDY

The author describes a different and interesting type of restaurant existing in Vietnam. It sells vegetarian food to local people and visitors who practice vegetarianism. The location is usually in the complex of the Vietnamese Buddhist pagoda. The business is run and control by the pagoda. It has become an attractive place for visitors in the pagoda [4].

DISCUSSION

A public health unit should play no role in business. Profit making is usually a dilemma in medical and health business [1-2]. For a religious center such as pagoda, the same concept should be applied. The existence of a new kind of restaurant controlled by pagoda is very interesting. This is a way to promote

healthy food and vegetarianism by the pagoda. In fact, Mahayana Buddhism is a religion that promotes vegetarianism and this concept is according to the healthy food concept [3]. The role of pagoda to promote vegetarianism via a new style restaurant is very challenging. If the pagoda controls the quality and taste of the food, it becomes a very good place for the client. This might be considered as a talent to have modified and transformed the activity to be concordant with the changing world.

CONFLICT OF INTEREST: None

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