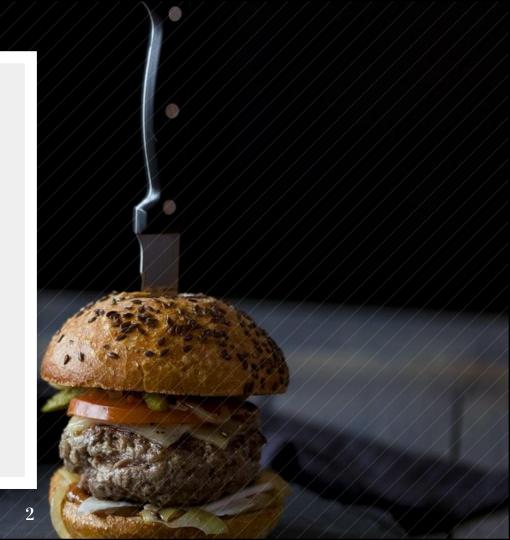


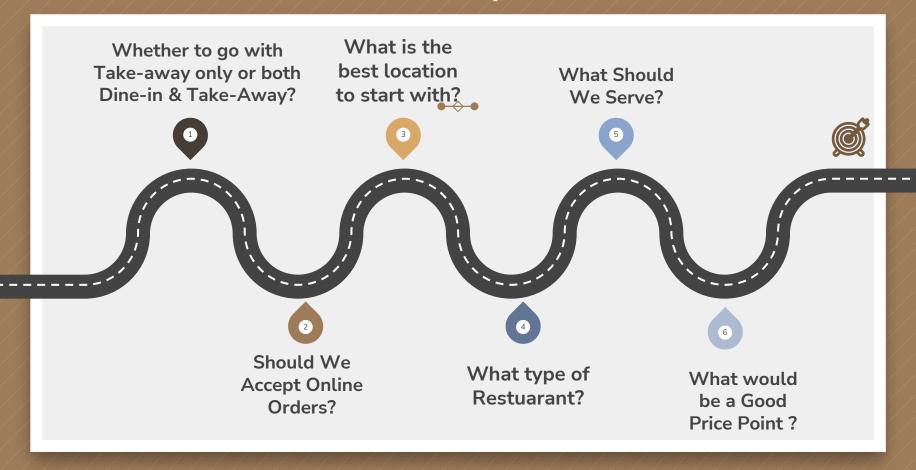
The F&B industry is always rising in cities, right?

●◆●

So, if you were to Start a Restaurant in Bangalore how would you go about it?

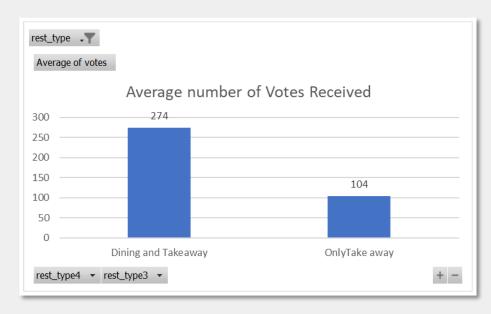


Road Map



Which is better a Takeaway only shop or Dine-in and Takeaway?





If you consider the number of votes given by customers as an equivalent measure to exposure for the restaurant, it is evident that Dine-in and takeaway is twice as better compared to Only Take Away

Should we accept online orders?





Restaurants which Accept Online orders have twice the Market Exposure

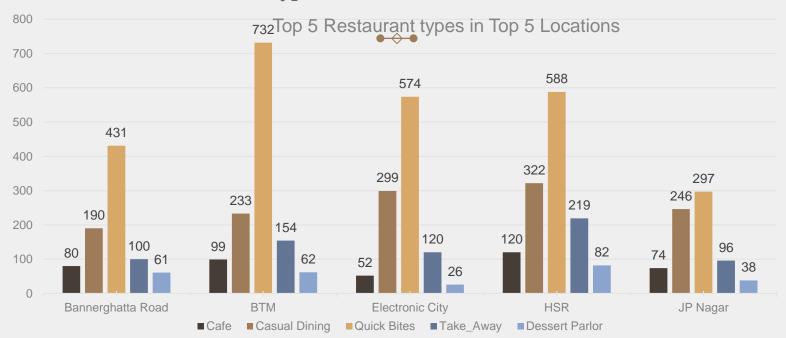
Which location would be a good choice?



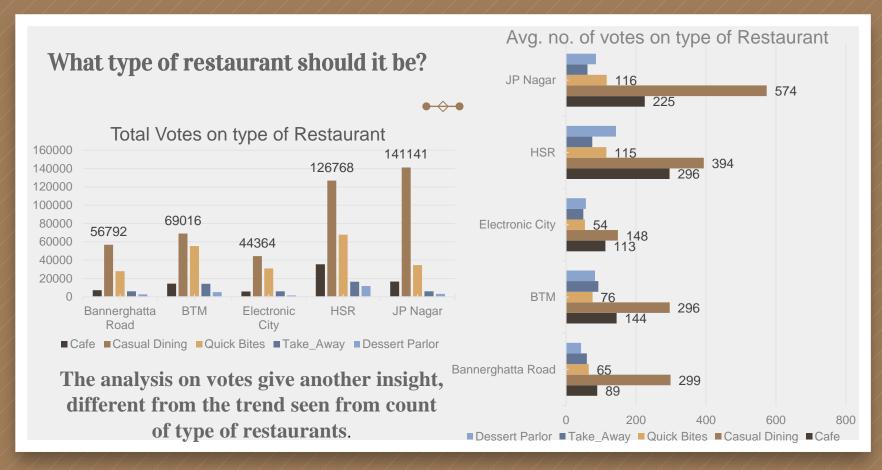
The Top 5 locations where maximum number of restaurants operate are

HSR Layout, BTM Layout, Electronic city, Bannerghata Road and JP Nagar.

What type of restaurant should it be?



Is it correct to select the type and location of the restaurant with the existing trend?



What should we serve?



	CASUAL DINING					QUICK BITES					
Row Labels	Arabian	BBQ	Continental	North Indian	South Indian	Beverages	Burger	Kebab	North Indian	Pizza	Rolls
Bannerghatta Road	1613	1227	1281	254	175	66	38		75	86	51
BTM	205		1341	204	133	99	159	118	72	423	387
Electronic City	121	133	134	141	109	82	89	233	45	66	74
HSR	291	175	620	367	180	161	160	0	109	232	59
JP Nagar	2905	1499	1076	618	365	361	34	1974	79	296	93
Avg. Votes	586	627	815	324	195	147	106	446	75	211	116

What would be a good price point?

	Quick Bites Avg. Price for Two								
Location	Rs.200	Rs.300	Rs.400	Rs.500	Rs.600	Rs.700	Rs.800	Rs.900	
Bannerghatta Road	1070	1615	<mark>6912</mark>	4020	3769	1504	2388	44	
								44	
BTM	2269	8827	<mark>8204</mark>	12521	5328	1810	3761	1362	
Electronic City	849	3645	<mark>6572</mark>	3274	3108	2690	785	115	
HSR	2352	6651	<mark>15595</mark>	8824	5577	1147	4946	549	
JP Nagar	1280	3525	4194	4515	2462	513	9403	202	
Total Votes	7820	24263	<mark>41477</mark>	33154	20244	7664	21283	2272	

What would be a good price point?



	Casual Dining Avg. Price for Two									
Location	Rs.500	Rs.600	Rs.700	Rs.800	Rs.900	Rs.1000	Rs.1200	Rs.1500		
Bannergh atta Road	1989	3186	1450	5050	18641	<mark>9979</mark>	<mark>4472</mark>			
втм	8248	4023	1763	8136	5400	<mark>68</mark>	0	2471		
Electronic City	2936	4421	1463	7798	5792	807	<mark>4019</mark>	2842		
HSR	4844	19779	9723	15241	4406	<mark>15545</mark>	<mark>6746</mark>	5624		
JP Nagar	2304	29028	3206	9311	396	10989	<mark>25087</mark>	2397		
Total Votes	20321	60437	17605	45536	34635	37388	40324	13334		

So, if you were to start a restaurant in Bangalore how would you go about it?



Option-1

So, wouldn't a BBQ diner in JP Nagar at a price point of INR 1000-1200 for two people be a good option?

Option-2

Or a Quick Bites in HSR at a price point of INR 400 for two people be a good option?

Thank You!