Assigiment-2:

A man wants to open a Wada pav Shop near Sivaji Nagar in Pune. He has the location, where there are other four more wada pav shops. He is not able to understand what will be the strategy to take over his clients.

\*Problem statement\*

-To start a new Wada pav shop in a location where there are already 4 competitors

Q1. How will you bring insights, when he has no data of his shop?

Solution: We as a data scientist will have to work this problem in a different way. We will check the investment, if the shop is on rent or his own shop, what time he plans to open the shop and close it, if there is any additional helper or he will run the shop solo, will he prepare the Wada pav there or will he prepare it at home and bring it. The location of his house or will he stay there in the shop itself.

Q2.How will he differentiate from the other competitors?

Solution: Depending on the menu of the other competitors, he can add a Poha, or Samosa, or missal or usal pav. Giving types of additional food and serving the food which other competitors don’t serve , as per the location there is few college that are in that location and no students or other members will prefer fast food over break fast or a light snack

Q3.Why will be the Customer comes to your shop. What will be the positioning?

Solution: As per the location, there are many eaters; however, the shop will be closer to one of the colleges, as it cannot be opened near the highway. Every person wants to try something new in the market, depending on the food and the pricing, customers will increase if the product is good also there will be a goodwill spreading out, which will attract more customers.

Q4.What will be the price of each Wada Pav?

Solution: Price with start with Rs.10 wada and Rs.15 Wada Pav, but if you take 2 wada pav price will be Rs.25