

# Introduction

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- Data Collection
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- Value Proposition
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# Title

- "Data-Driven Strategy for a New Wada Pav Shop"
- Introduction of the scenario of a man wanting to open a Wada Pav shop near 4 other similar shops

# Competitive Analysis

- Discuss the prices of Wada Pav at the 4 existing shops.
- Suggest conducting a price analysis to set competitive prices while considering costs and profit margins.

# Differentiation Strategy

- Emphasize the importance of differentiating the new shop from others.
- Introduce unique selling points like special recipes, healthier options, or innovative flavors.

# Data Collection

- Explain the challenge of lacking data for the new shop.
- Suggest using surveys, social media polls, and foot traffic observation to gather data on customer preferences.

# Customer Insights

- Present potential insights that can be obtained from the collected data.
- Analyze customer preferences, peak hours, favorite menu items, and desired price ranges.

# Value Proposition

- Summarize the insights gained to create a strong value proposition.
- Highlight how the new shop will cater to specific customer preferences and needs.



# Marketing Strategy

- Discuss how to attract customers to the new shop.
- Utilize digital marketing, local events, and collaborations to generate buzz.

# Pricing Strategy

- Propose a competitive pricing strategy based on analysis and insights.
- Consider offering combo deals, loyalty programs, or limited-time promotions.

# Quality and Service

- Highlight the importance of maintaining high food quality and exceptional service.
- Discuss how these factors can contribute to customer loyalty and positive word-of-mouth.

# Conclusion

- Emphasize the data-driven approach for success.