

ROBO CAFE

Business Project
LA establishment market research
presentation

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GENERAL CONCLUSIONS

9651
Establishments are
located in LA



43
The average number
of seats in the
establishment



75%
Establishments
are restaurants



38%
of establishments
are chain

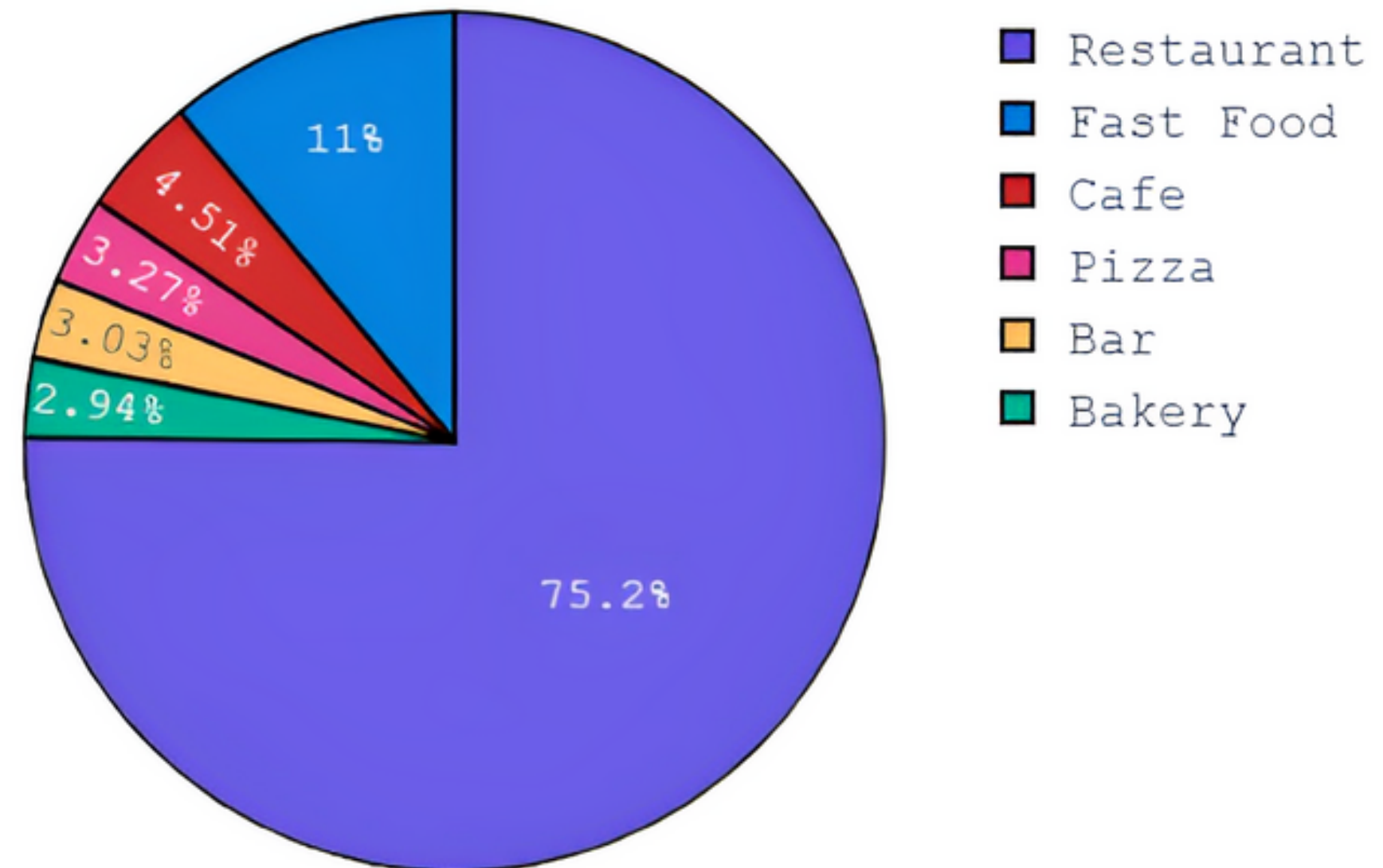
RESTAURANT IS THE MOST COMMON TYPE OF 3 ESTABLISHMENT IN LOS ANGELES



3/4
Establishments are
restaurants



5%
Establishments are
cafe





MOST ESTABLISHMENTS IN LOS ANGELES ARE 4 NON-CHAIN.

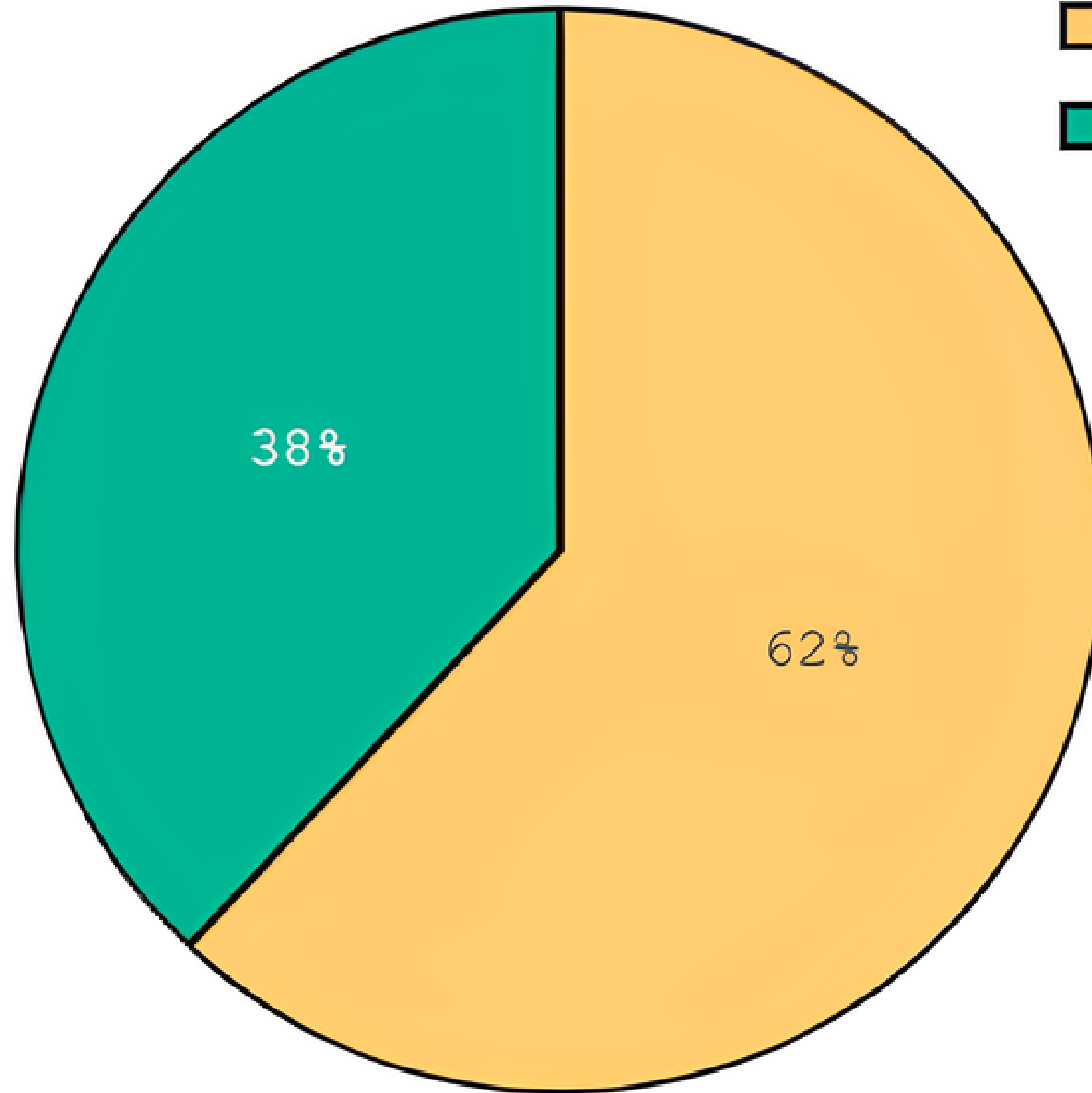


62%
of establishments
are non-chain

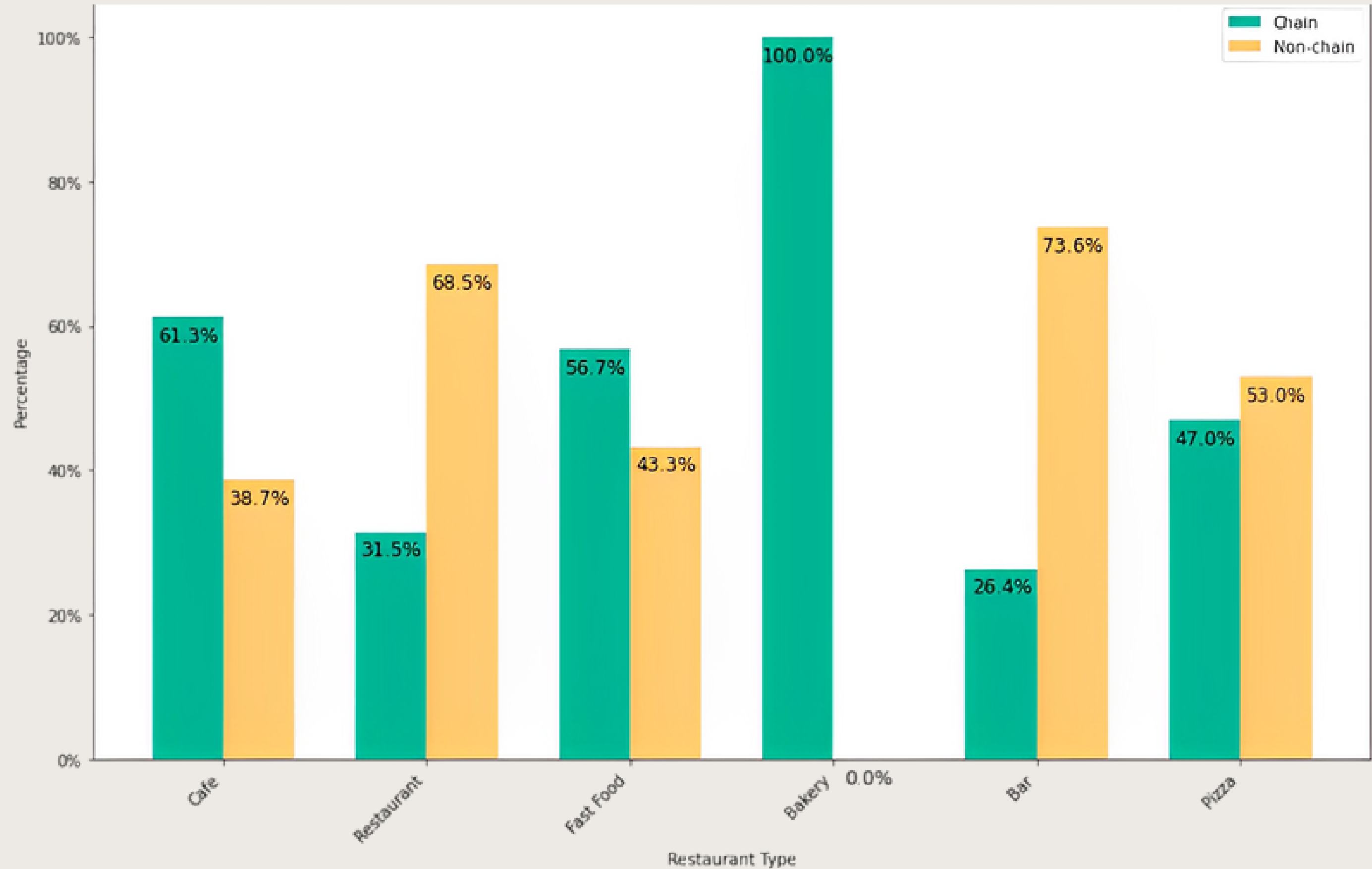


38%
Of establishments
are chain

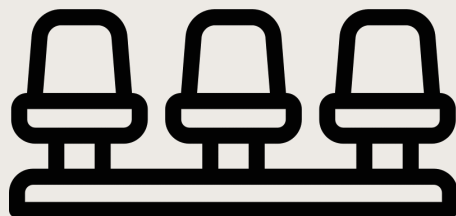
 Nonchain
 Chain



THE PROPORTIONS OF CHAIN AND NONCHAIN ESTABLISHMENTS



DISTRIBUTION OF THE NUMBER OF SEATS IN CHAIN ESTABLISHMENTS



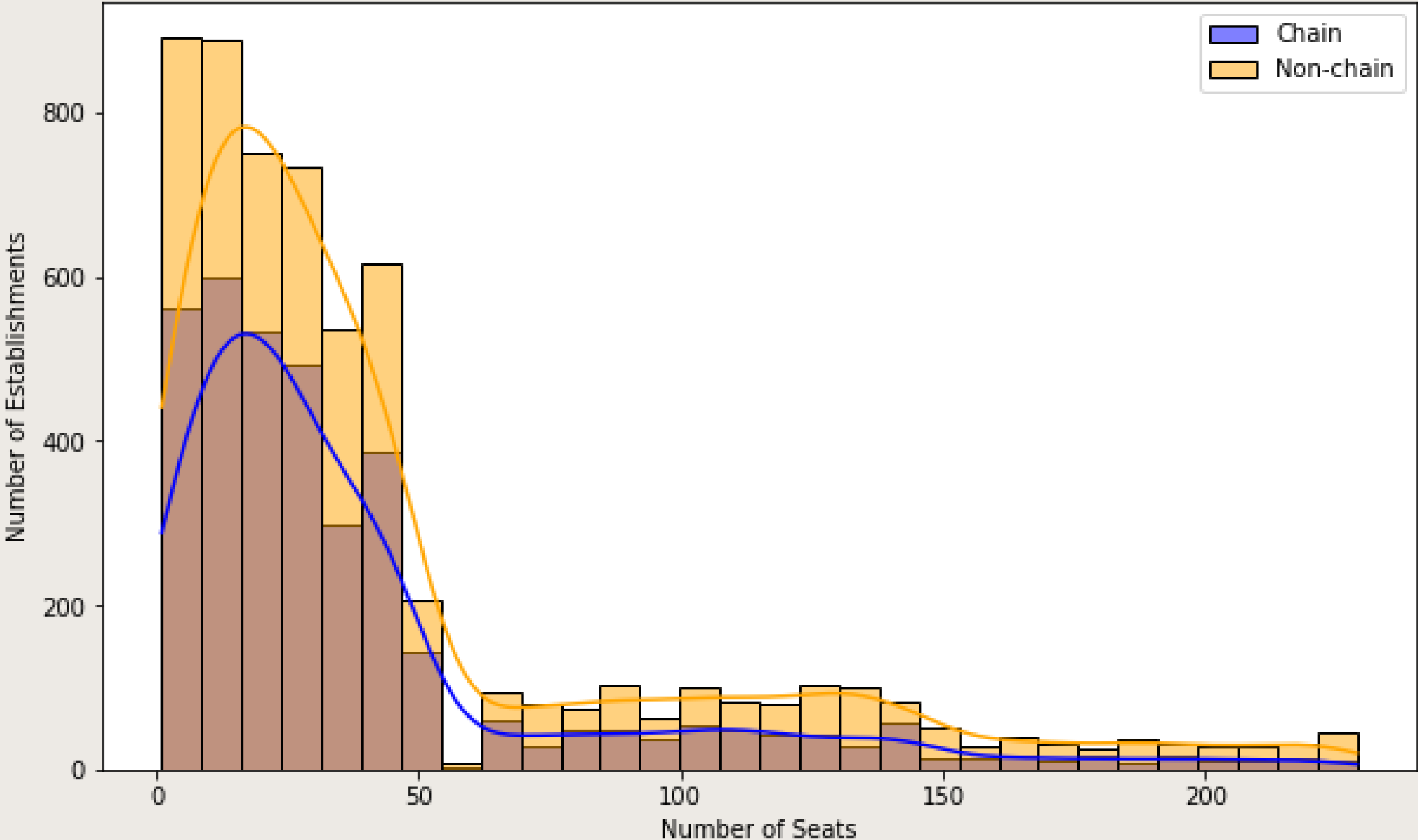
43

The average number of seats in the establishment

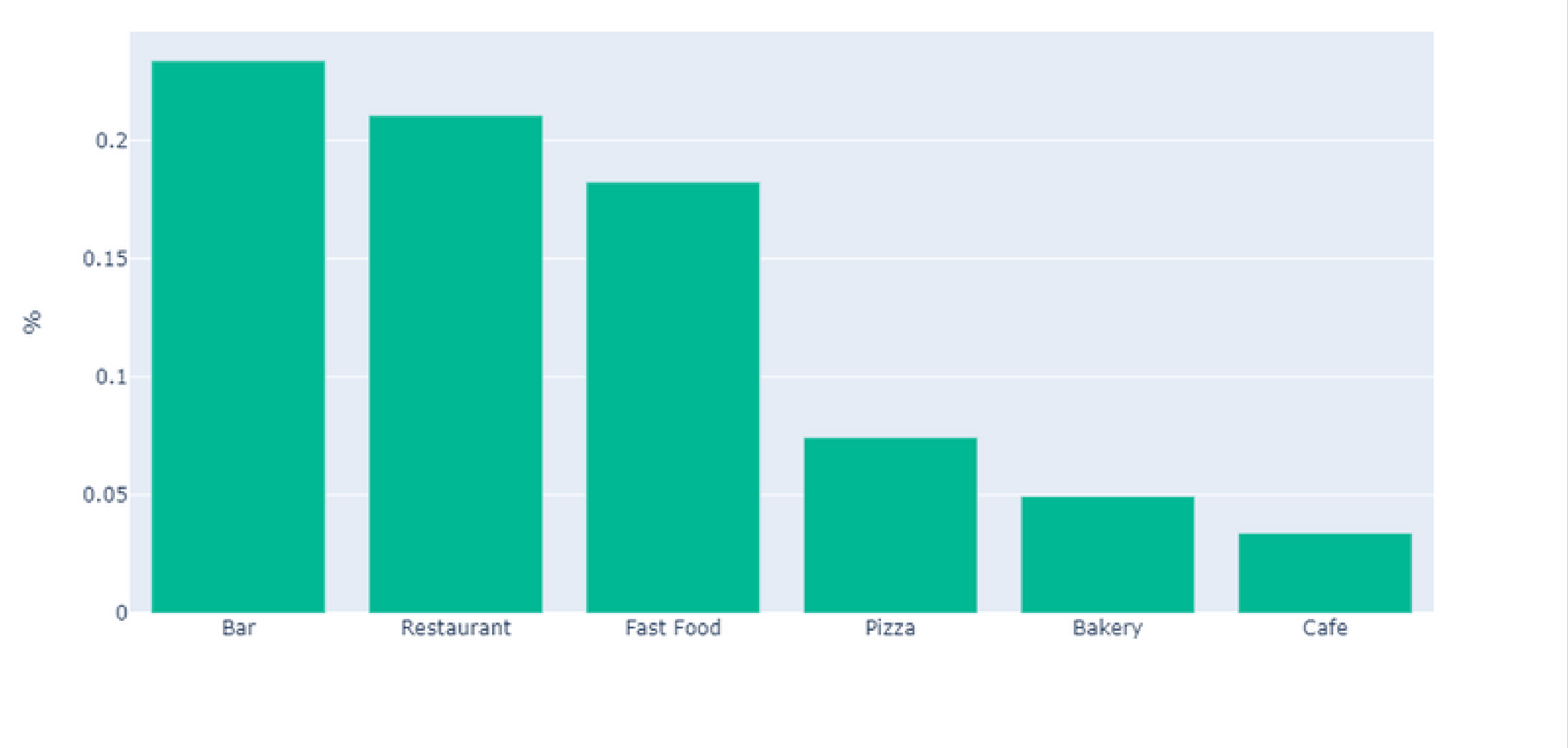


40

The average number of seats in the chain establishment



SHARE OF ESTABLISHMENTS WITH LESS THAN 50 SEATS



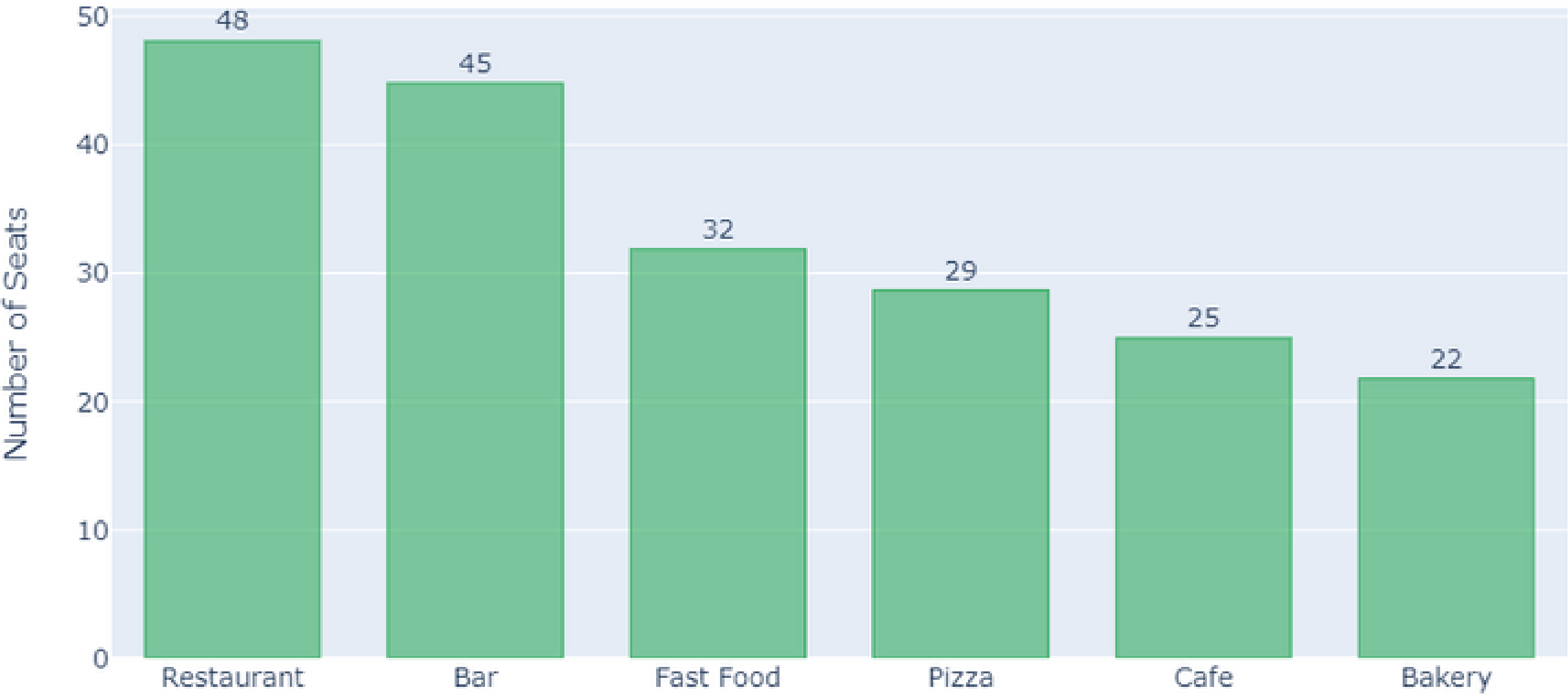
RESTAURANT IS THE MOST COMMON TYPE OF ESTABLISHMENT IN LA



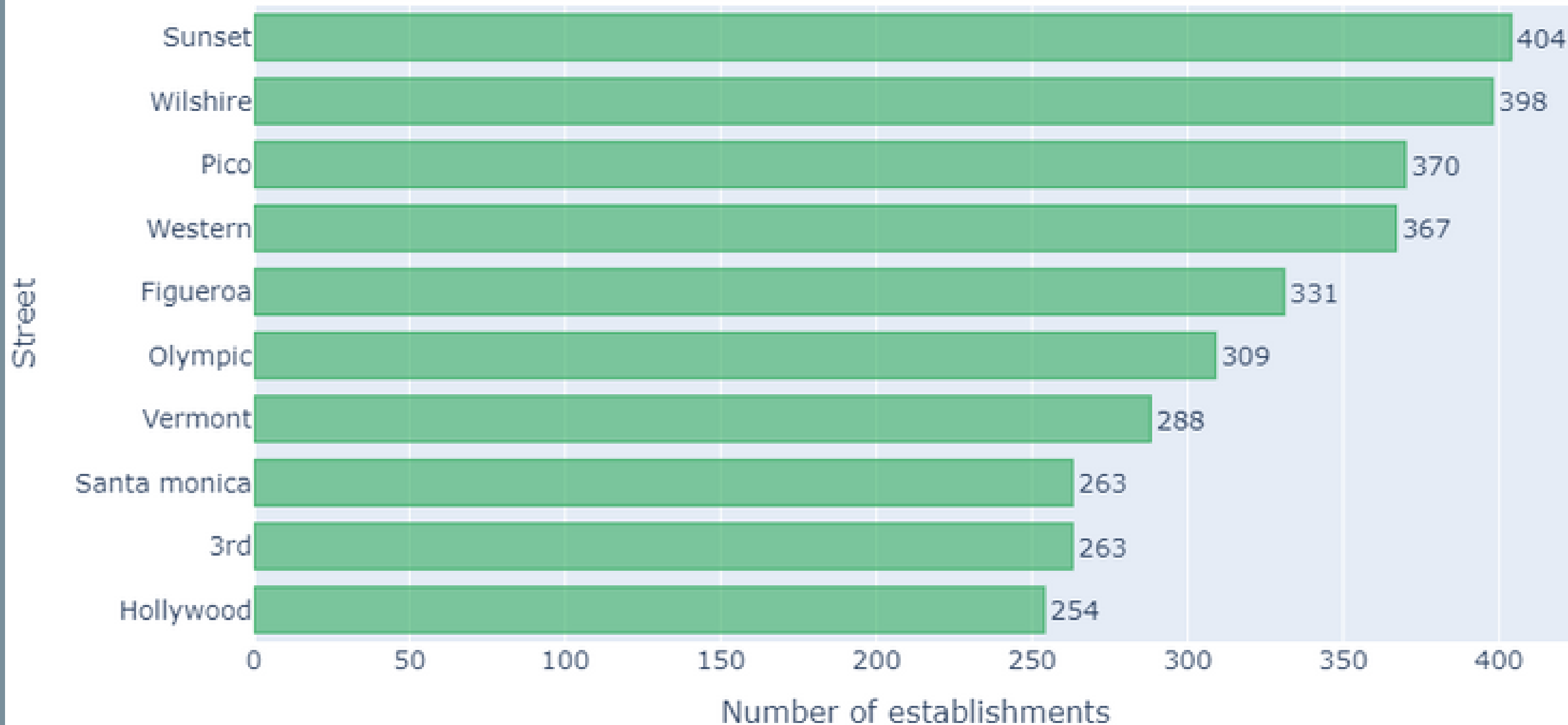
48
The average
number of seats in
the restaurant



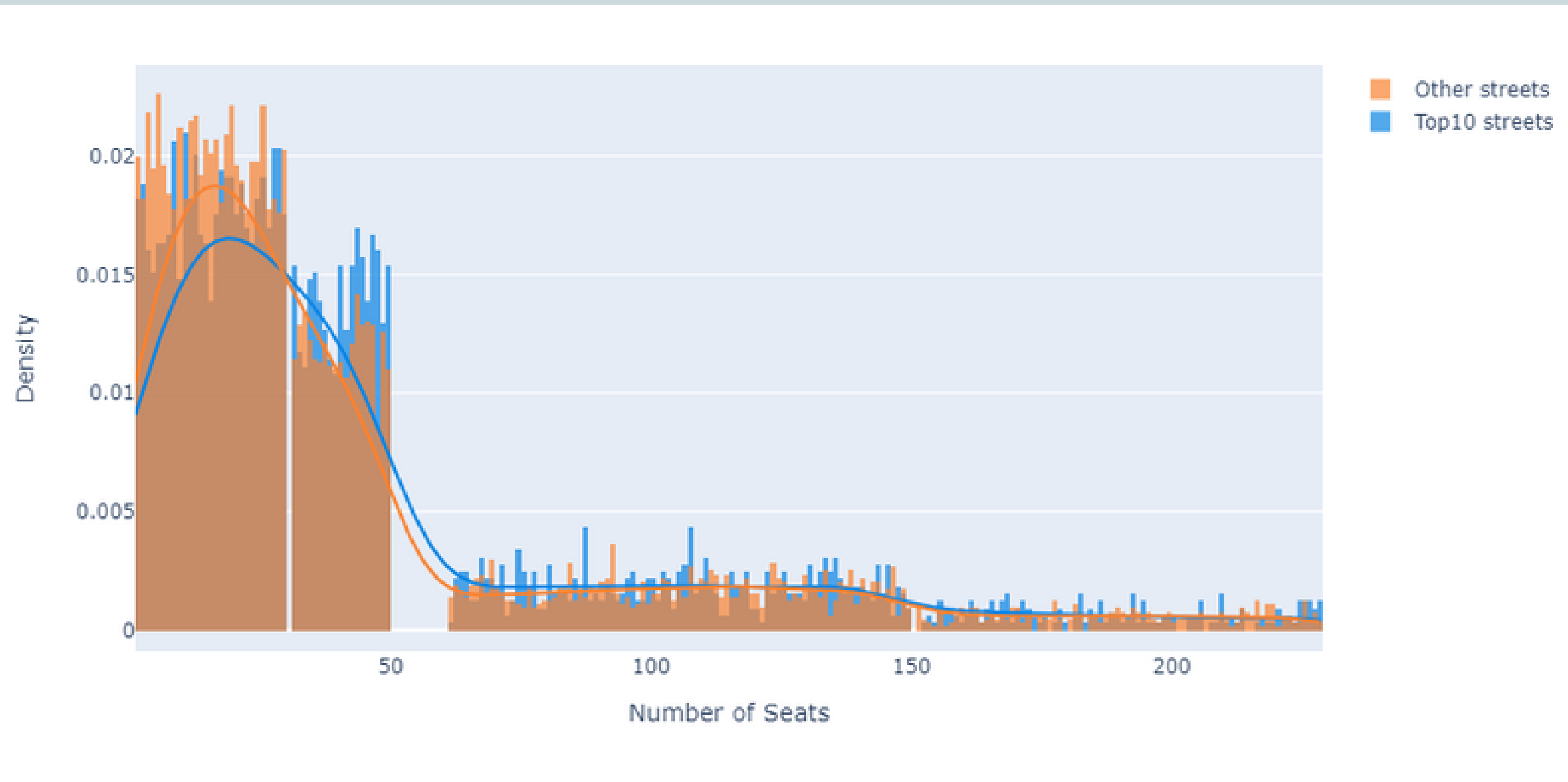
25
The average
number of seats in
the cafe

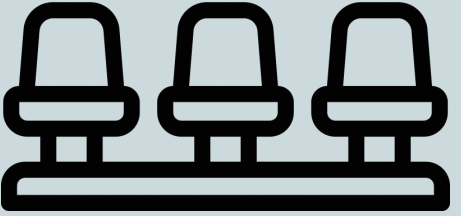


TOP 10 STREETS FOR THE NUMBER OF ESTABLISHMENTS



DISTRIBUTION OF THE NUMBER OF SEATS IN RESTAURANTS ON THE STREETS OF TOP10 AND OTHERS



 + 3
In the establishments located on the central streets, average number of seats is more

RECOMMENDATIONS

1

Location on the central street

We have a great concept for our establishment. This will attract customers to us, including tourists, since the use of robots in a restaurant is quite rare. We invest heavily in investments, so I would advise us to rent a place for a cafe on a street with high traffic.

2

Make a choice in favor of a restaurant

I would advise us to consider changing the type of establishment from a cafe to a restaurant. Since, on average, restaurants are more in demand among customers (75% versus 4.5%), restaurants have more seats (48 versus 26).

3

Restaurant chain

If we successfully launch our establishment and the business model will consistently bring money, then the next stage in the development of this business, I propose to consider the creation of a chain of establishments, possibly the sale of a franchise.



THANK YOU

