

Competitor Analysis Presentation for Coffee Shop Opening

Prepared During the Meriskill Internship

Objective:

During my internship with Meriskill, I was tasked with conducting a competitive analysis of coffee shops in your target market. The analysis focuses on key factors such as location, product offerings, pricing, customer experience, ambiance, and strengths/weaknesses. The goal is to provide actionable insights to help position your coffee shop for success by understanding the competitive landscape.

Overview of Competitors

1. Moustache Coffee (Phase 2)

- **Product Offerings:** A mix of comfort food like Maggi, burgers, and a variety of coffees.
- **Pricing:** Very affordable (e.g., Cappuccino and Mocha for ₹60).
- **Customer Experience:** No reviews available.
- **Ambiance:** Peaceful outdoor seating, attracting customers looking for a laid-back experience.
- **Strengths & Weaknesses:** Strong menu diversity, but lack of customer feedback hinders insight into service quality.

2. Barista Coffee (Phase 1)

- **Product Offerings:** Cakes, ice cream, and a range of hot beverages.
- **Pricing:** Higher-end, with cakes priced between ₹590-₹760, hot beverages from ₹200-₹300.
- **Customer Experience:** High customer rating (4.5/5), indicating strong satisfaction.
- **Ambiance:** Simple but peaceful.
- **Strengths & Weaknesses:** Known for signature items and quality, but the pricing may alienate more price-sensitive customers.

3. Cafe Coffee Day (New Delhi)

- **Product Offerings:** A wide range of beverages and snacks.
- **Pricing:** Affordable (Coffees ₹32-₹74).
- **Customer Experience:** Moderate rating (3.6/5).
- **Ambiance:** Rustic, charming setting.
- **Strengths & Weaknesses:** Competitive pricing and quality ingredients, though customer satisfaction could improve.

4. United Coffee House Rewind (Noida)

- **Product Offerings:** Espresso blends, mocktails, and more.
- **Pricing:** Mid-range (Espresso ₹249-₹349, Mocktails ₹389).
- **Customer Experience:** Well-rated (4.1/5).
- **Ambiance:** Artistic and eclectic.
- **Strengths & Weaknesses:** Great ambiance and service but could enhance menu diversity.

5. Starbucks (Noida)

- **Product Offerings:** Premium espresso beverages like Caramel Macchiato and others.
- **Pricing:** High-end (Espressos ₹240-₹320).
- **Customer Experience:** Low satisfaction (2.0/5), suggesting a mismatch between pricing and perceived value.
- **Ambiance:** Stylish, modern, with a multi-purpose space.
- **Strengths & Weaknesses:** Stylish setting and varied offerings, but pricing and satisfaction need addressing.

Recommendations for Your Coffee Shop:

Based on the analysis of your competitors, here are strategic recommendations to position your coffee shop uniquely:

1. Focus on Affordability and Value

- Given that customers in the area appreciate affordable pricing (e.g., Café Coffee Day's success), offering competitive pricing for popular drinks like cappuccinos and espressos will attract a broad customer base. Consider pricing slightly below premium competitors like Starbucks but maintain quality, ensuring value for money.

2. Create a Signature Product Line

- Barista Coffee has successfully built a reputation with its signature items. Developing your own signature beverages or snacks (e.g., unique flavors of coffee or exclusive pastries) can help create buzz and distinguish your shop from competitors.

3. Leverage Ambiance

- Ambiance is a significant factor for customer satisfaction (as seen with United Coffee House Rewind). Create an inviting, cozy, and visually appealing space to encourage longer stays and repeat visits. Consider incorporating both indoor and outdoor seating to cater to different customer preferences.

4. Improve Customer Engagement and Feedback

- Moustache Coffee has no available customer reviews, limiting its insight into customer preferences. Right from the start, encourage customer feedback (e.g., through surveys or social media). Engage with your customers regularly to understand what works and where improvements are needed.

5. Target Niche Markets and Personalization

- Like Starbucks, you can aim for premium offerings but balance it with customized, affordable options. Offering special dietary options (e.g., vegan, gluten-free) or catering to niche markets (e.g., health-conscious beverages) can help carve out a loyal customer base.

6. Promotional Offers to Attract First-Time Visitors

- High-end competitors like Starbucks struggle with customer satisfaction due to pricing. You can attract price-sensitive customers by offering limited-time promotions or loyalty programs. This approach will also help build an initial customer base and create word-of-mouth promotion.

Conclusion:

By focusing on affordability, creating a welcoming atmosphere, offering a diverse and personalized menu, and actively engaging customers, your coffee shop can stand out among well-established competitors. This strategy not only meets customer expectations but also opens the door for innovation in both product offerings and service quality.

I look forward to discussing these insights further and assisting you as you bring your coffee shop vision to life.

Best regards,
Muhammad Dawood
Meriskill Intern