

Location Analysis Report for Coffee House

Introduction

This report evaluates three potential locations for the new coffee house. Each location presents unique opportunities and challenges, and the objective is to analyze them based on foot traffic, accessibility, customer preferences, and surrounding businesses. The ultimate goal is to recommend the most suitable location by balancing both short-term needs and long-term growth potential.

Location 1: Jantar Mantar, Connaught Place

- **Address:** J6G8+RMC, Connaught Place, Sansad Marg, New Delhi, Delhi 110001, India
- **Customer Rating:** 4.2

Overview

Jantar Mantar, a popular tourist destination, is typically busy between 9 AM and 6 PM, with peak times around 1 PM on Fridays. Visitors usually stay for 25 minutes to 1.5 hours. Sundays tend to be quieter compared to other days. According to a survey conducted, most people prefer coffee in the morning or mid-morning, aligning well with the foot traffic at Jantar Mantar.

Surrounding Area

- **Nearby landmarks:** State Bank of India, local market, park, New Delhi Municipal, multiple roundabouts.
- **Public transport:** There are about 8-10 bus stops nearby, enhancing accessibility.
- **Tourist hostel:** Located near Jantar Mantar, this could help attract a steady flow of tourists.

Analysis

The high foot traffic, especially during peak coffee hours, makes Jantar Mantar a highly viable option for the coffee house. The presence of nearby businesses, a tourist hostel, and strong public transport connectivity further strengthens this location's potential.

Recommendation

Jantar Mantar is an excellent fit for the coffee house, especially for capturing the morning and mid-morning coffee crowd. The high visibility and the busy nature of the area make it a strategic location for growth.

Location 2: Near Delhi University East Campus

- **Nearby Hospitals:** 7-8 hospitals in the vicinity
- **Road Connectivity:** Multiple roads connecting the area to different parts of the city

Overview

This location is close to Delhi University East Campus, targeting a large student population. While it has lower visibility compared to tourist-heavy locations, it provides steady foot traffic from students, faculty, and staff. The presence of hospitals nearby diversifies the customer base, adding potential customers beyond just the student demographic.

Surrounding Area

- **Hospitals:** With several hospitals nearby, the location is well-suited to attract a mix of students, hospital staff, and visitors.
- **Road Access:** The location is well connected by roads, ensuring easy access for commuters.

Analysis

The quieter nature of the area means that it may have lower foot traffic compared to a busy street corner, but the consistency of customers (students and hospital visitors) provides a reliable base. The student population ensures a steady stream of loyal customers, while the presence of hospitals adds an additional layer of clientele.

Recommendation

This location is ideal for long-term sustainability, especially with a focus on affordable and quick-service options. Although it may have lower visibility, the diverse customer base makes it a strong contender for the coffee house.

Location 3: DLF Avenue Saket (Alternative to Upcoming Shopping Complex)

- **Address:** Saket, New Delhi
- **Customer Rating:** 4.4

Overview

DLF Avenue Saket, a popular mall, serves as an alternative to the original idea of an upcoming shopping complex. The mall has a cinema, district and Saket courts, and is near several key landmarks such as a hospital, a factory, a hotel, and Eden Renewables. It has significant foot traffic between 7 PM and 11 PM, which contrasts with the typical morning coffee demand.

Surrounding Area

- **Landmarks:** Nearby hospital, factory, hotel, cemetery (kabristan), and a big road enhance accessibility.
- **Customer Behavior:** The mall is busiest during the evening, from 7 PM to 11 PM.
- **Food Preferences:** Since coffee consumption peaks in the morning and mid-morning, adjustments need to be made to cater to the evening crowd.

Analysis

While the peak foot traffic hours do not align perfectly with the prime coffee times, the surrounding area offers a variety of potential customers. The proximity to courts and the cinema suggests that offering additional menu items—such as appetizers, fast food, and continental meals—could make the coffee house attractive to the evening crowd as well.

Recommendation

DLF Avenue Saket presents a long-term growth opportunity, especially with strategic menu expansion to include food items that cater to the evening crowd. Although it currently has limited morning foot traffic, the location's overall appeal and high customer ratings make it a viable option with the right adjustments.

Conclusion

After thoroughly analyzing the three locations, the following recommendations can be made:

1. **Jantar Mantar** emerges as the best fit for immediate high foot traffic and alignment with coffee consumption times. Its busy nature and surrounding businesses make it ideal for quick growth.
2. **Delhi University East Campus** offers a steady, reliable customer base with the potential for long-term success, particularly due to the student population and nearby hospitals.
3. **DLF Avenue Saket** holds promise for future growth but requires strategic adaptation (menu expansion) to capture the evening crowd. With its high customer ratings and surrounding facilities, it remains a good option with potential for diversification.

Each location offers unique advantages, and the final decision will depend on the specific business goals, whether the focus is on immediate high foot traffic (Jantar Mantar) or a steady and loyal customer base (Delhi University area).