

F&B Business Analysis



Conquering the
US Market

Today's Agenda

- 1 Customer's Spend
- 2 Tapping into prospects

Ready to start?

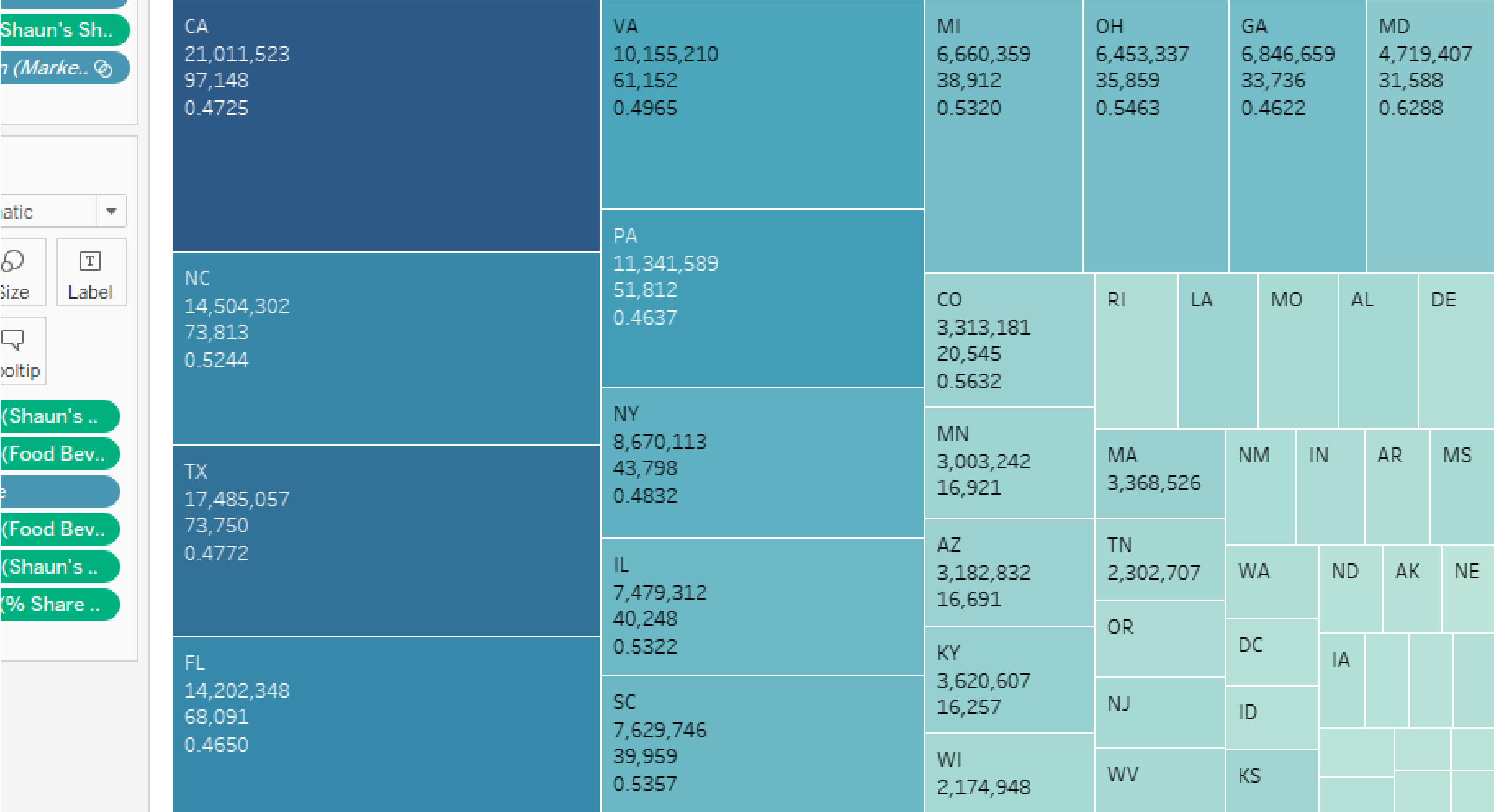
Let's begin!

Customer's F&B Spends

State wise our share of revenue generation is highest in CA followed by NC, TX ,FL,VA. Business still needs to be grown at individual customer level as the percent share of F&B from our company is low compared to the restaurant's respective requirements.

State	Food Bever..	Shaun's ..
CA	21,011,523	97,148
NC	14,504,302	73,813
TX	17,485,057	73,750
FL	14,202,348	68,091
VA	10,155,210	61,152
PA	11,341,589	51,812
NY	8,670,113	43,798
IL	7,479,312	40,248
SC	7,629,746	39,959
MI	6,660,359	38,912
OH	6,453,337	35,859
GA	6,846,659	33,736
MD	4,719,407	31,588
CO	3,313,181	20,545
MN	3,003,242	16,921
AZ	3,182,832	16,691
KY	3,620,607	16,257
WI	2,174,948	12,131
RI	1,430,026	11,615
LA	3,070,290	11,349
MO	1,994,942	11,188
AL	2,153,967	11,062
DE	1,377,592	10,816
MA	3,368,526	10,525

Customer's Spend & Company's share



Future Moves

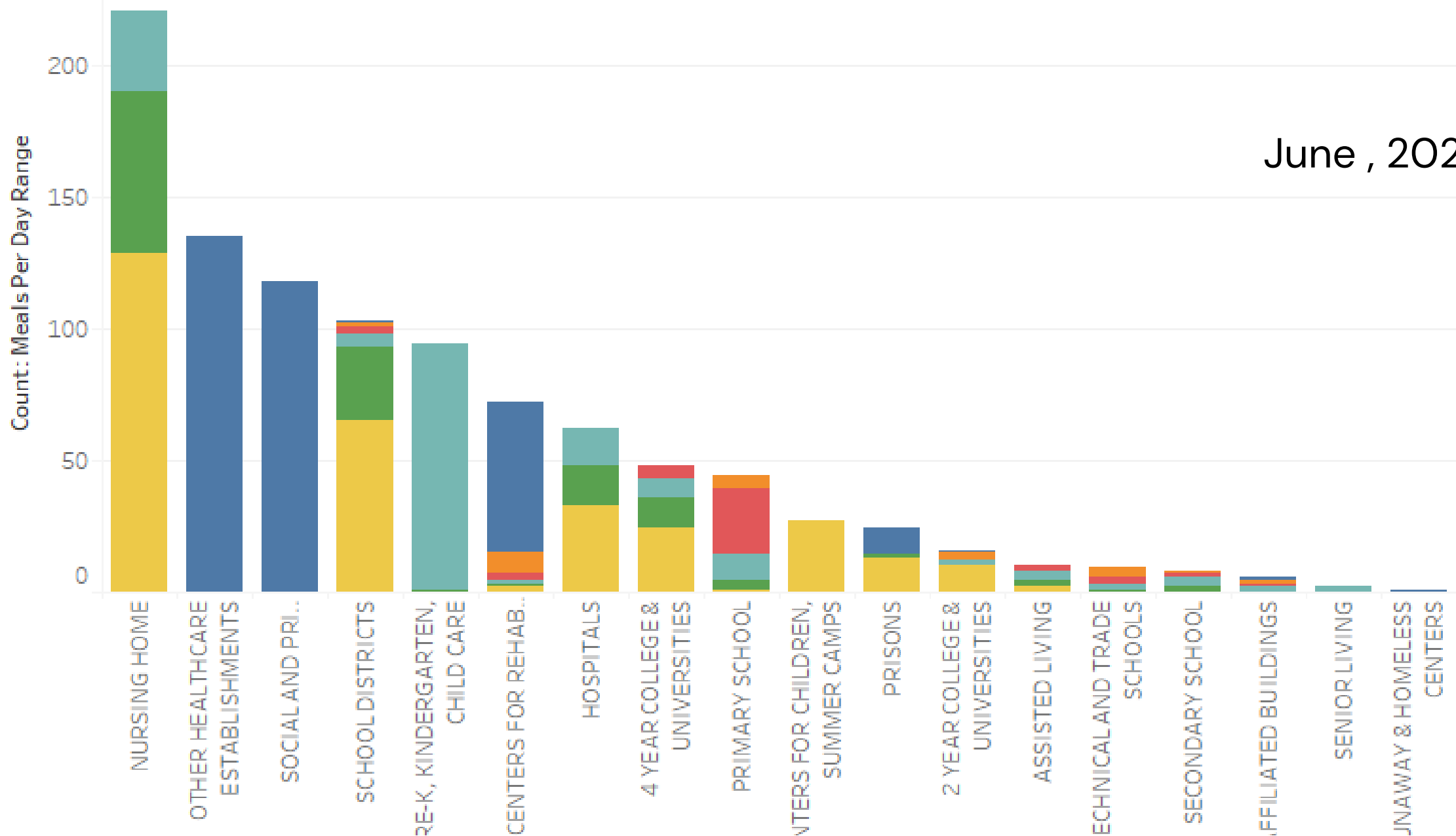
Tapping into Prospects

- 1 Non commercial spaces(NCs) are potential untapped opportunities.
- 2 Requirement analysis can be procured from the data of meals served.
- 3 Demand & Market segment or location based approach can be taken.
- 4 Only state of MA data is available where market share can be improved.
- 5 Pilot project of supplying F&B to NCs can be started from Boston,Worcester.

SHAUN FOOD & BEV CO. LTD.

June , 2021

While segregating w.r.t market segments of non commercial spaces we found nursing home, healthcare establishments, social and private clubs , schools, kindergartens, rehabs, hospitals, colleges and schools have heavy need of daily day food items.



Penetration Opportunities

City	51 TO 100	101 TO 200	251 TO 500	501 TO 1000	1001 TO 2000	>2000	Grand Total
BOSTON	29	1	4	14	6	13	67
WORCESTER	17	2	5	7	6	23	60
SPRINGFIELD	19		1	6	1	8	35
LOWELL	10	1	1	3	3	6	24
LAWRENCE	12		1	6	2	3	24
FRAMINGHAM	6	1		4	2	8	21
PITTSFIELD	11	1		1	1	4	18
LYNN	7			6	2	2	17

Boston,Worcester, Springfield, Lowell, Lawrence, Framingham, Pittsfield are among the cities which have high potential demad of F&B and they are met by local retailers or competition.

SHAUN FOOD & BEV CO. LTD.

June , 2021

CITY (Retail Stores)	Name (Non Comm)	NAME (Retail Stores)	
LUDLOW	LUDLOW PUBLIC SCHOOL DISTRICT	R & R GROCERY & DELI	
		REEVES PRODUCE LLC	
		RIVERSIDE MARKET PLACE	
NORTH BROOKFIELD	NORTH BROOKFIELD SENIOR CENTER	BOB'S DELI & VARIETY STORE	
		CHOOCH'S	
		HANNAFORD SUPERMARKET & PHARM..	
	VALLEY VIEW SCHOOL	BOB'S DELI & VARIETY STORE	
		CHOOCH'S	
		HANNAFORD SUPERMARKET & PHARM..	
NORTH GRAFTON	GRAFTON JOB CORPS RESIDENTIAL PROGRAM	BOTTLE N CORK	
		C & J BEER & WINE	
NORTHBOROUGH	BEAUMONT AT NORTHBOROUGH	STORE # 4 INC	
		TOM'S GOURMET MARKETPLACE	
		TOUGAS FAMILY FARM	
	COLEMAN HOUSE	STORE # 4 INC	
		TOM'S GOURMET MARKETPLACE	
		TOUGAS FAMILY FARM	
	NORTHBORO TOWN-FAMILY-YOUTH SVCS-AODA	STORE # 4 INC	
		TOM'S GOURMET MARKETPLACE	
		TOUGAS FAMILY FARM	
	NORTHBOROUGH SENIOR CENTER	STORE # 4 INC	
		TOM'S GOURMET MARKETPLACE	
		TOUGAS FAMILY FARM	
	SUPERVISORY UNION 3	STORE # 4 INC	

(All)

Number Of Meals Per D...

51 TO 100

251 TO 500

501 TO 1000

1001 TO 2000

>2000

Number Of Meals Per D...

☒ (All)

☒ 51 TO 100

☒ 101 TO 250

☒ 251 TO 500

☒ 501 TO 1000

☒ 1001 TO 2000

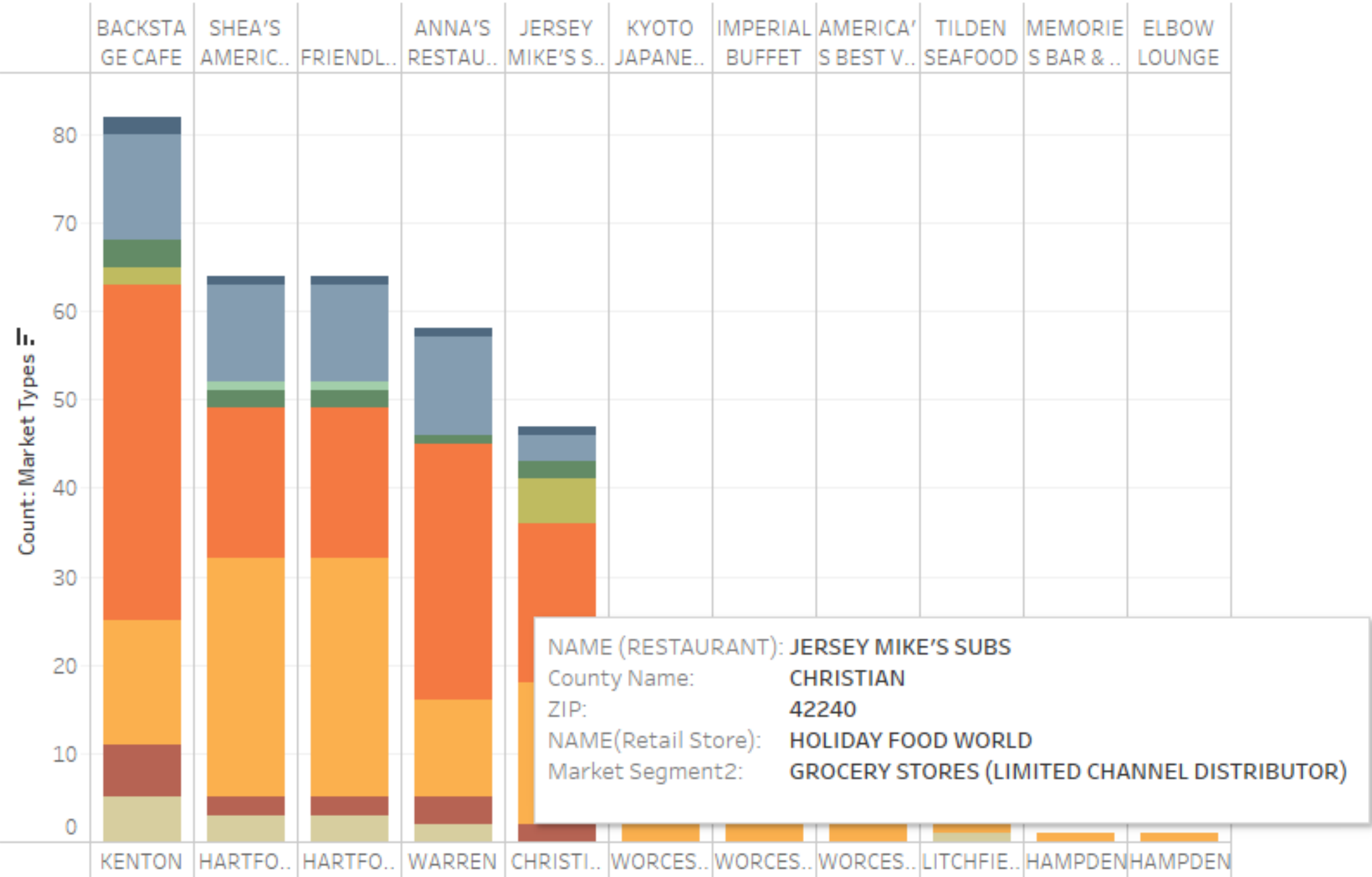
☒ >2000

Cancel

Apply

Retailer presence mapping across non commercial prospects. This will help us to tie up with retail stores to sell our F&B products there or to the NCs directly.

Retail outlets present across restaurants



Retailer presence overview across restaurants, our primary customers. To increase the market share we can also stock these retail stores with more varieties of our product so that the customers, if buying some amount of their requirement from these adjacent stores will eventually buy our product.

Have a great
day ahead.

Thank you !

[Tableau Dashboard Link](#)

[My Github Link](#)