



# The HORECA Venture Launch: A Data-Driven Strategy for Competitive Advantage

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2<sup>nd</sup> Year  
CSE



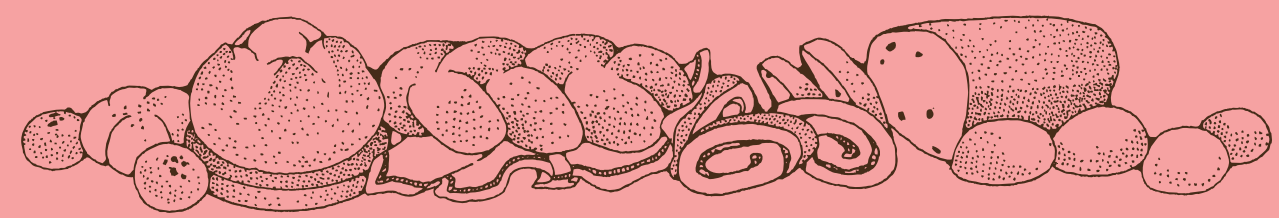




Goal : Present a singular, consolidated blueprint-validated by Zomato data—to guarantee return on investment and successful market scaling for our new HORECA venture

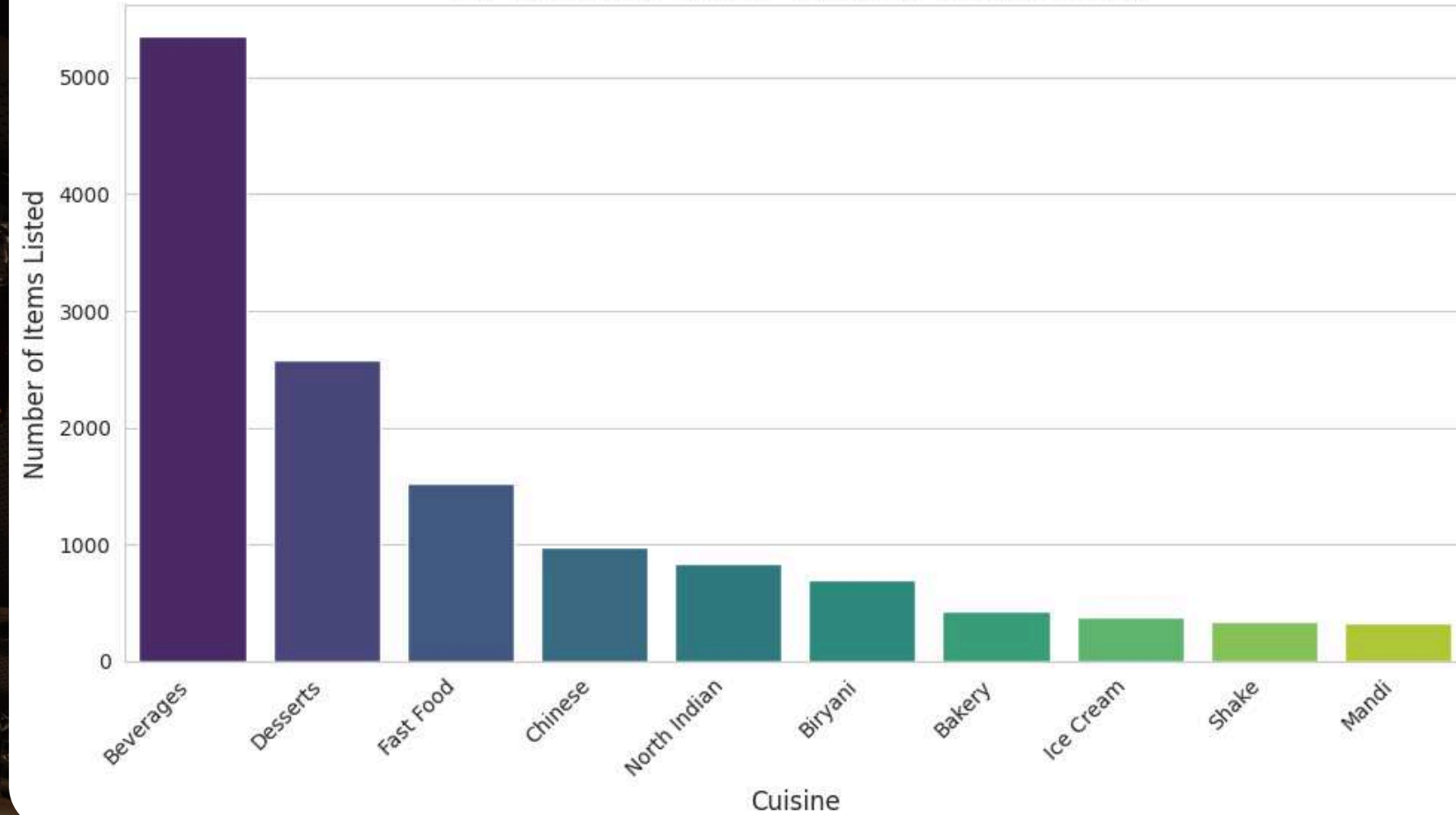


Focus: Target the High-Value Product Category; its favorable price-to-rating ratio ensures superior consumer perception and competitive cost management.

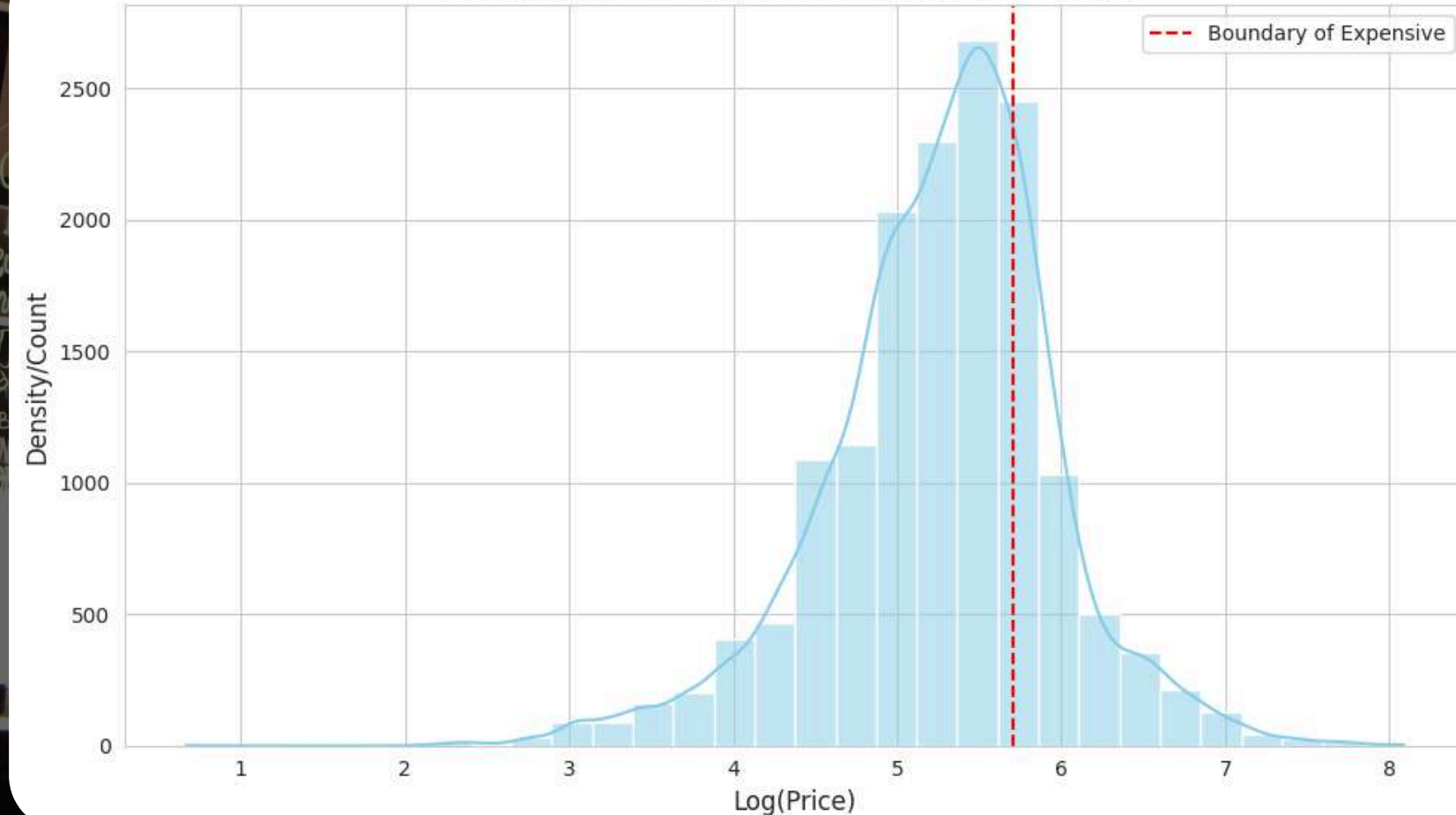




Top 10 Most Popular Cuisines (Item Count)



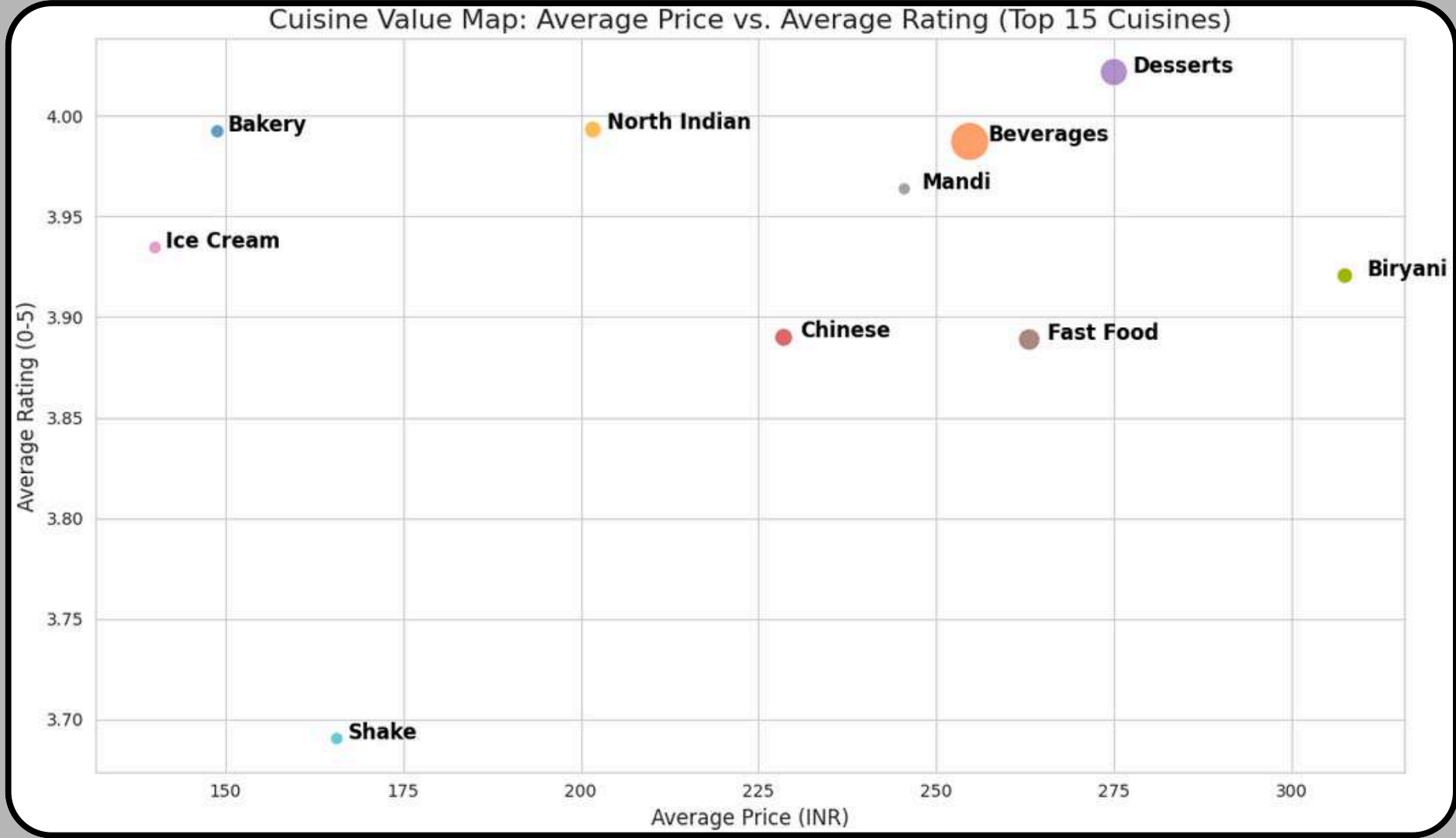
Distribution of Log-Transformed Item Prices



👉 **Core Drivers :** This heatmap validates that **Delivery Rating and Dining Rating** are highly independent. **Operational excellence must be managed separately for each channel.**

👉 **Price Premium Validation :** High-rated restaurants (>4.0) consistently command a positive price premium over the market average, justifying a higher initial price point.

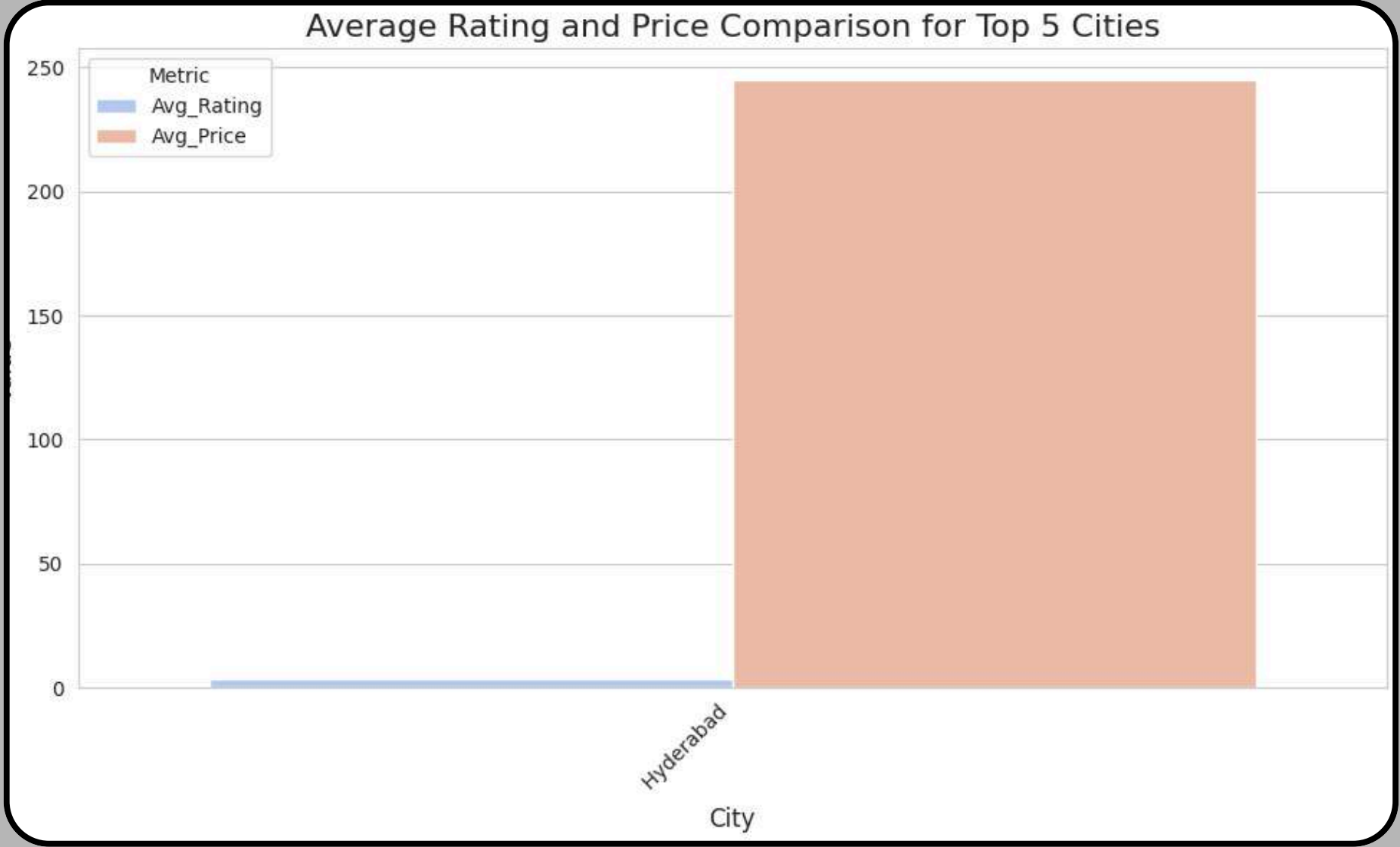




👉 **Popularity Saturation :** The distribution of the BESTSELLER tag defines the competitive entry barrier. Launching in the Recommended Segment requires either significant operational rigor or focused niche marketing to secure top visibility.



👉 **Price Strategy :** BESTSELLER items have a tighter price distribution centered at the volume-sweet-spot. Price your core , high-volume menu items near this Bestseller median to maximize initial adoption.

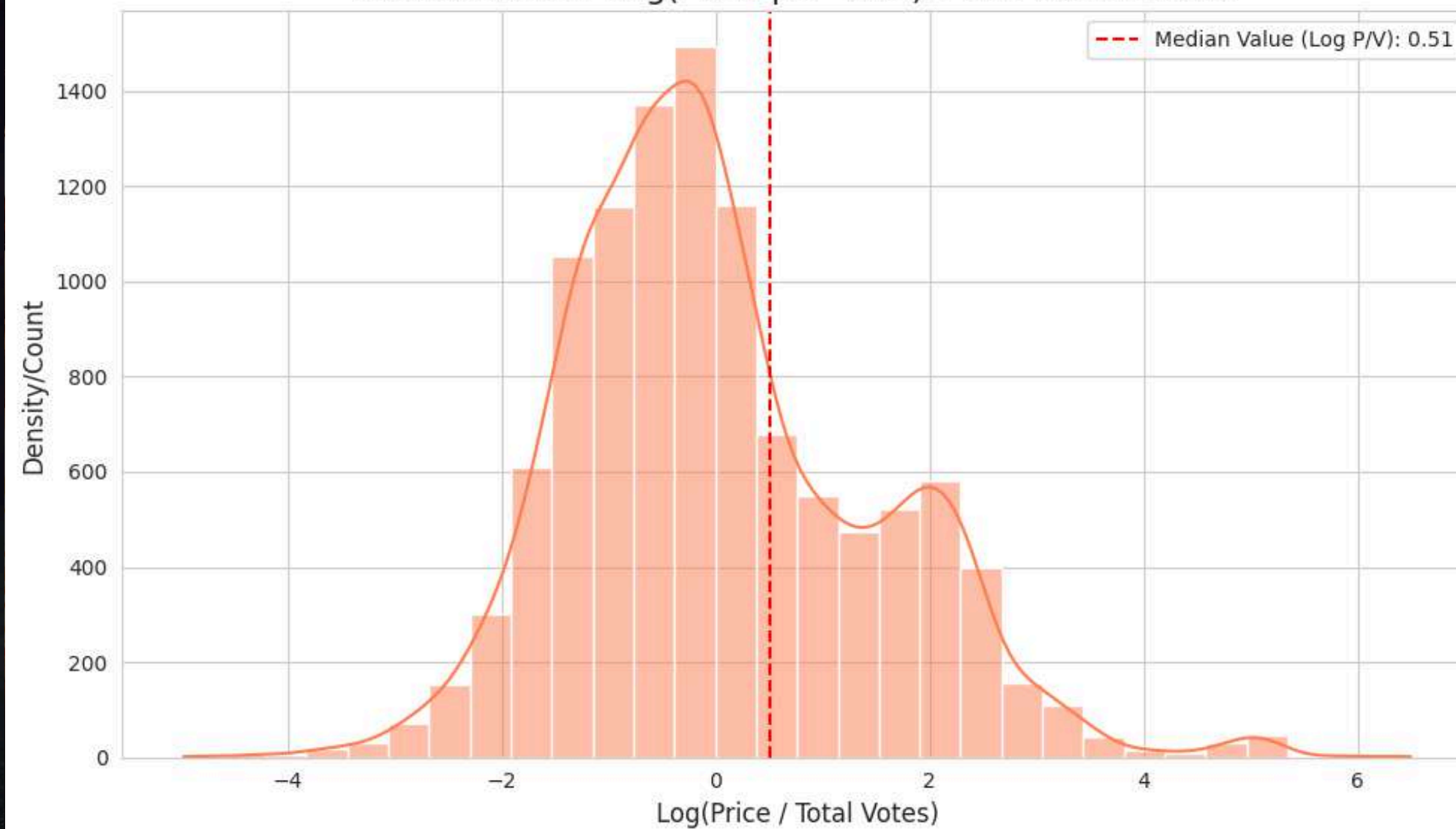




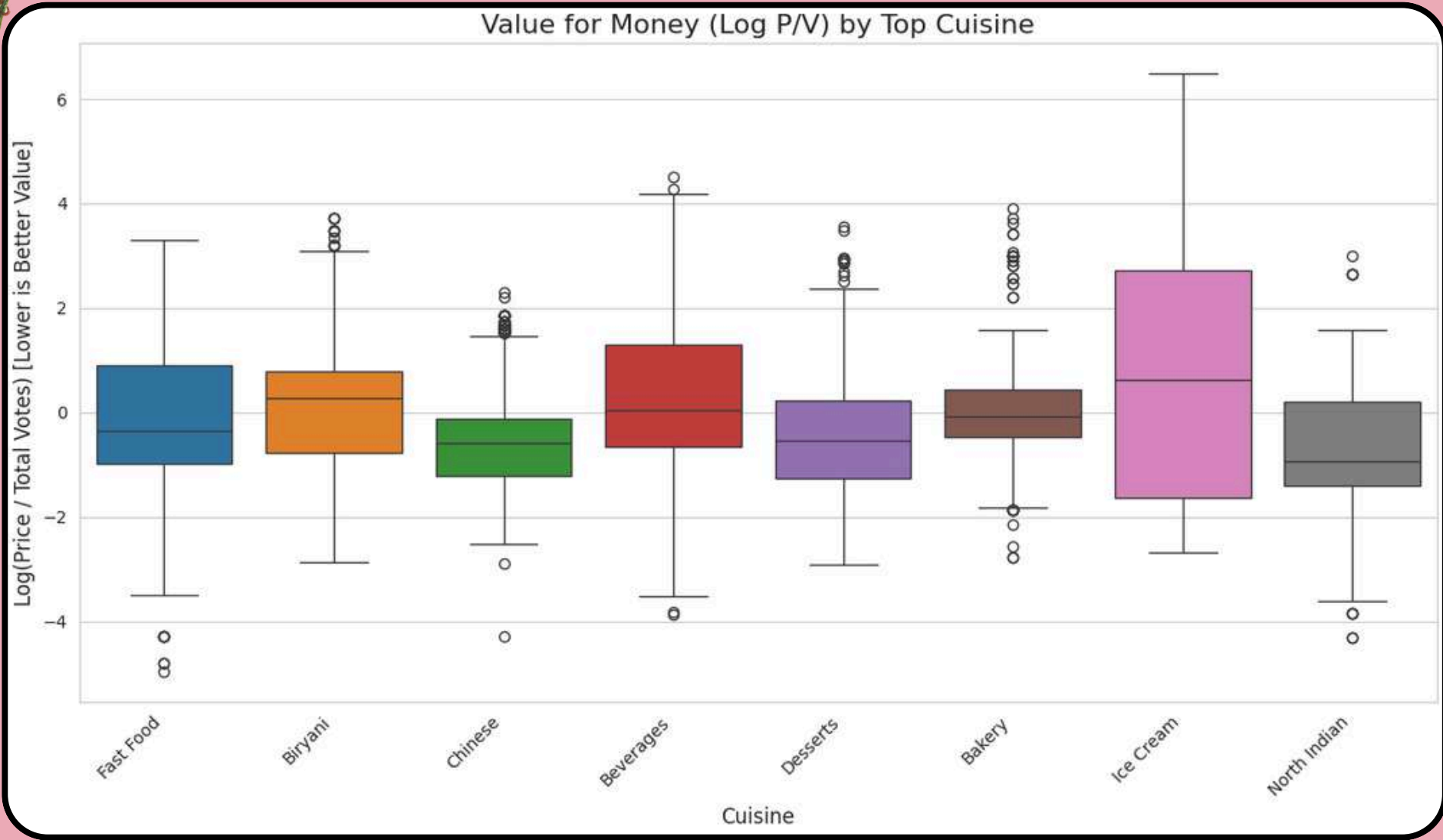
Average Rating: Bestseller vs. Non-Bestseller




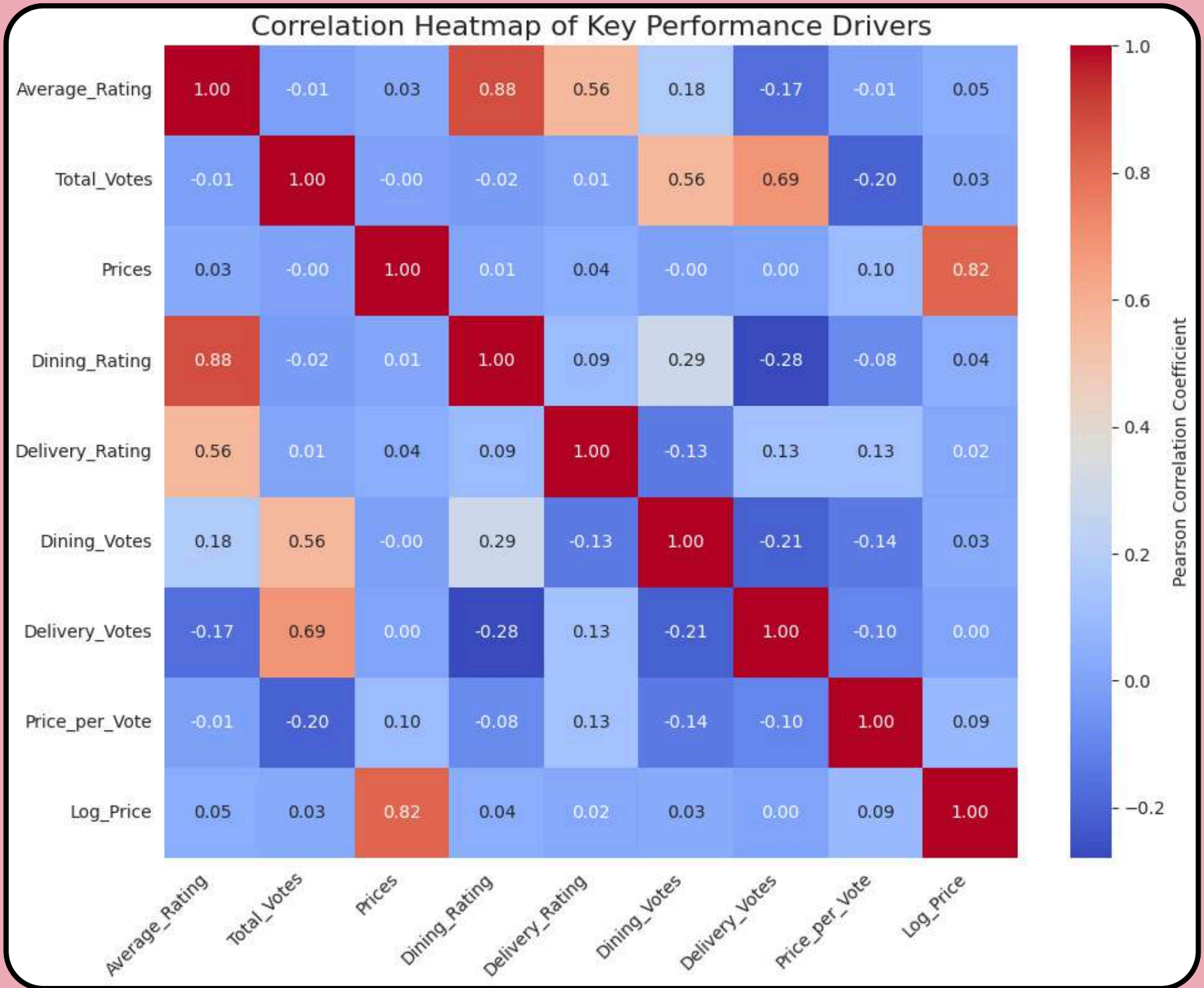
Distribution of Log(Price per Vote) - The Value Metric








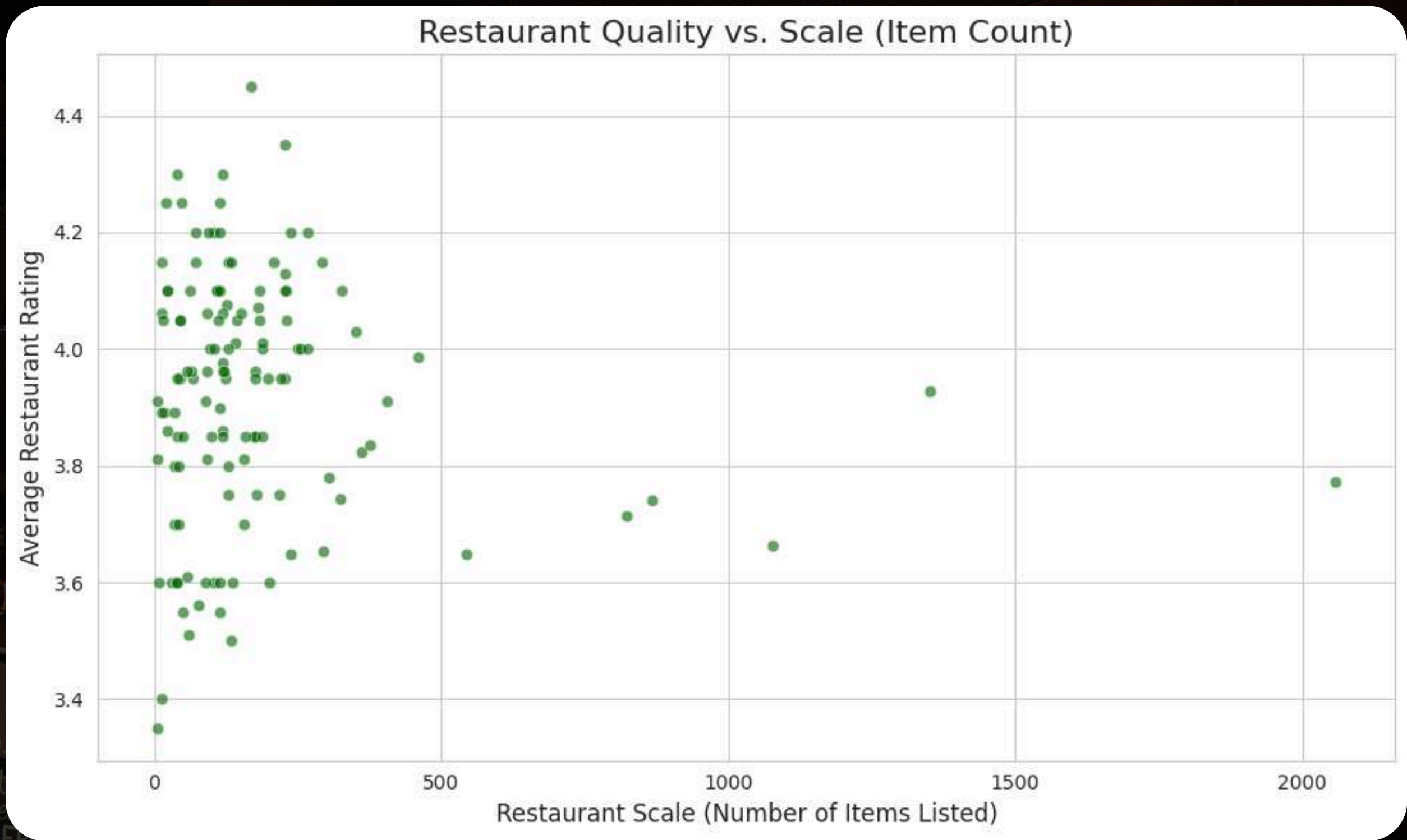
 **Channel Gap:** Identify the Optimal Segment where the Delivery Rating is noticeably higher than the Dining Rating. This rating disparity validates a Delivery-First operational pivot for that market, ensuring investment aligns with proven consumer preference.



 **Revenue Potential:** The "Gold Cluster" (highly-rated items with high price and high votes) validates that customers are willing to pay a premium and buy frequently, but only if the quality ( $\geq 4.0$ ) is guaranteed.

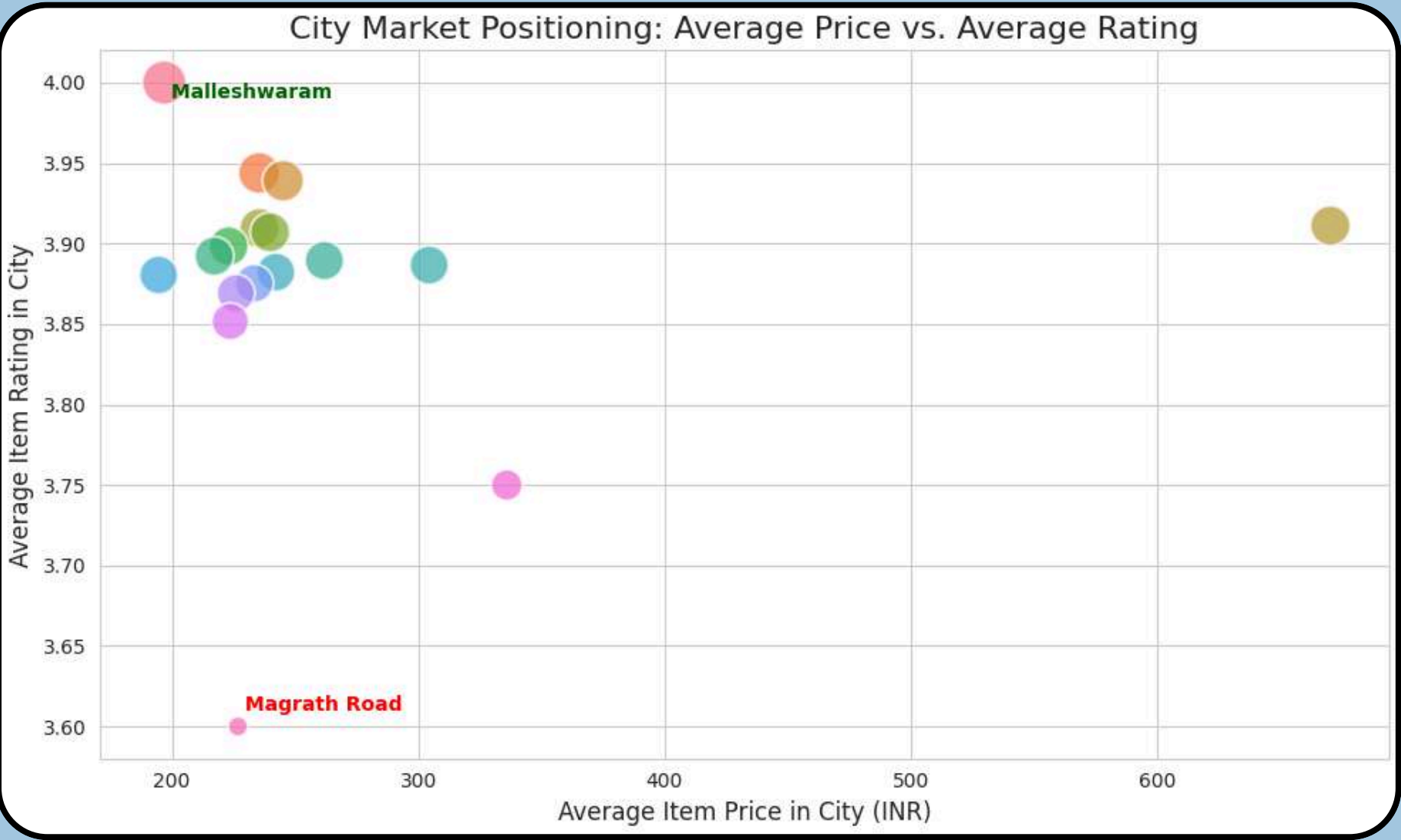




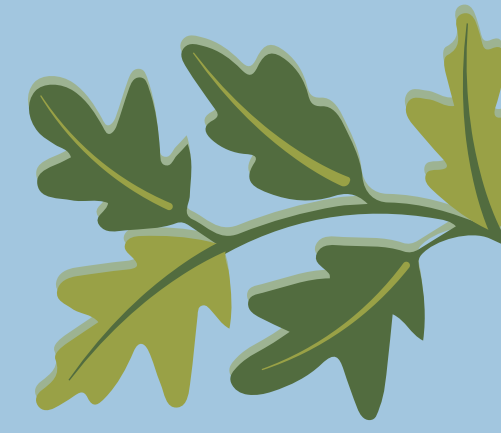


**City Market Positioning:** This map identifies two critical segments: High-Premium Markets (top-right) and High-Value Entry Markets (top-left). The chosen launch city is positioned to secure either premium pricing latitude or rapid adoption through guaranteed quality assurance, leveraging the weak price-quality correlation.





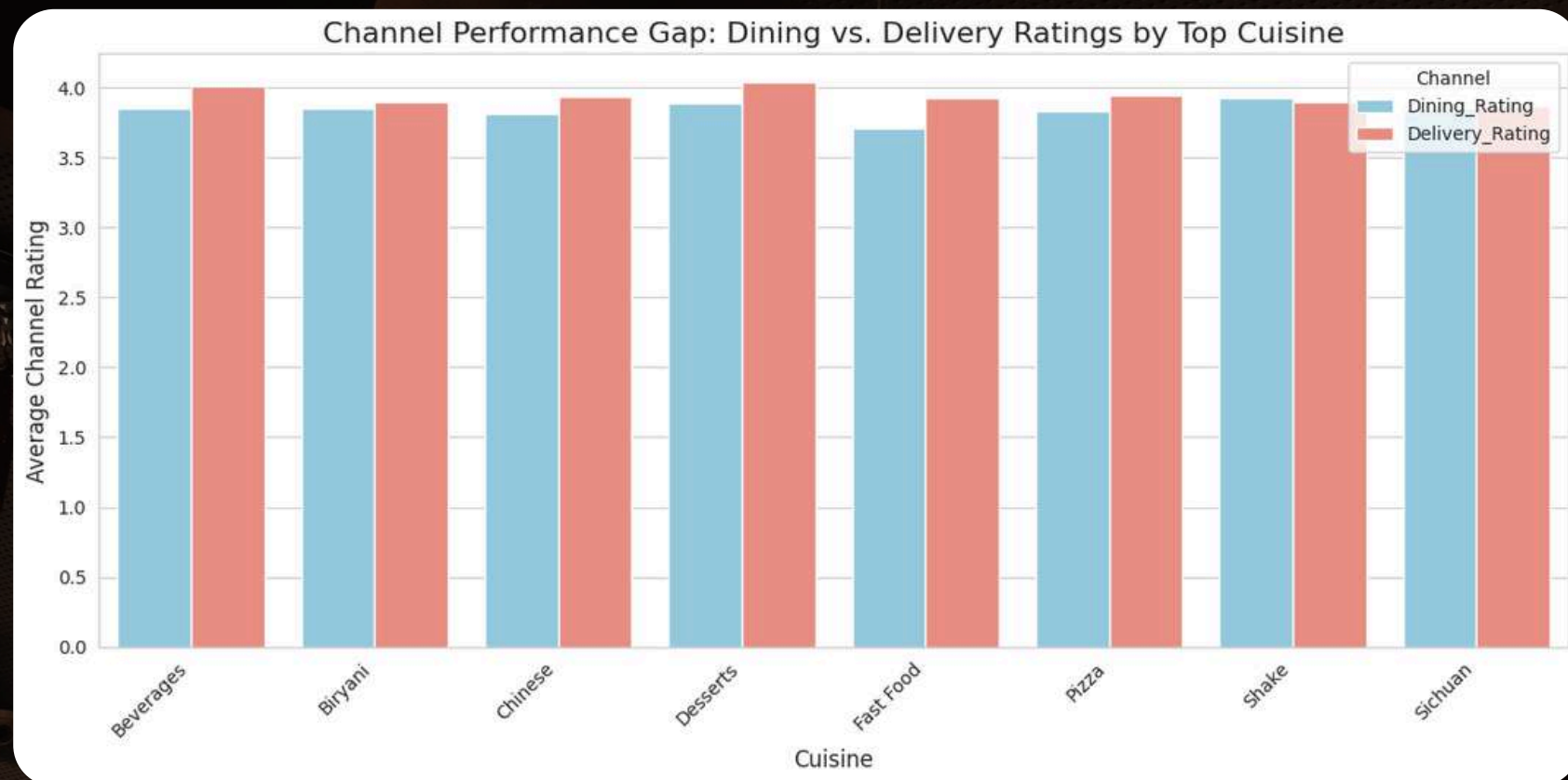
👉 **Quality Validation:** The chart confirms the 4.0 threshold is key. By hitting this target, the average item rating jumps significantly, which justifies the price premium shown in other analyses.



👉 **Cuisine Value Map:** The most viable market segments are clustered in the High-Rating Zone ( $\geq 4.0$ ). Our strategy targets the segment in this zone that offers the largest Item Count at the most accessible price point for maximized volume capture and rapid market dominance.







## 1. High Quality Floor (No Low-Quality Market).

- Observation: Every city has an average rating clustered tightly around 3.8 to 4.0. There are no "low-quality" markets where a rating below 3.5 is the norm.
- Implication: This confirms a universal customer expectation. For the new HORECA venture, achieving a  $\geq 4.0$  rating is not a competitive advantage; it is a mandatory cost of entry. The competition is not against poor-performing restaurants; it is against other high-performing restaurants.

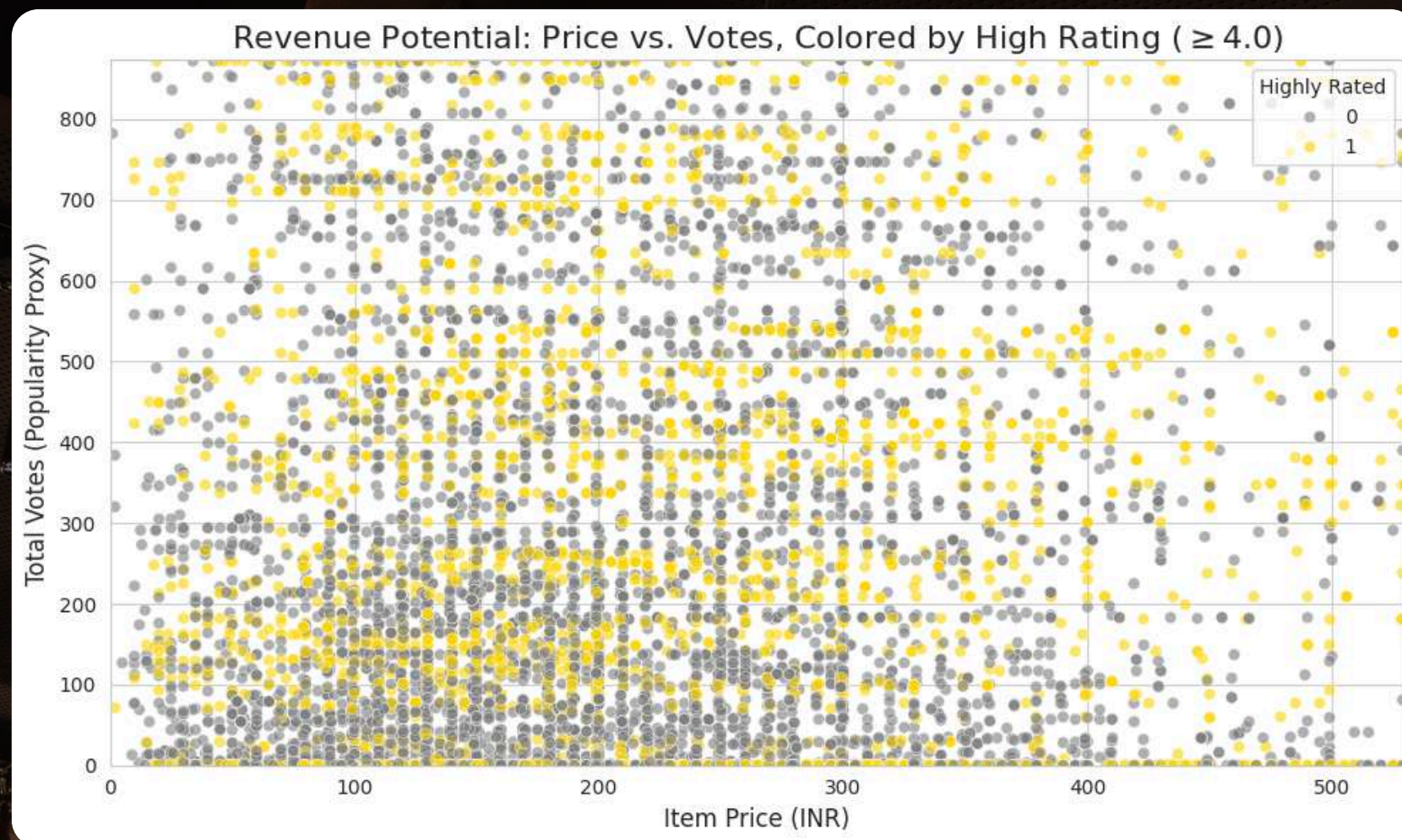
## 2. Reduced Locational Risk

- Observation: The high floor and low variance mean quality is stable, regardless of the city's local economics or competitive density.
- Implication: The decision of which city to launch in cannot be based on rating risk. Instead, the decision must pivot to secondary factors like Average City Price, Total Market Volume (Item Count), and local Channel Preference (Dining vs. Delivery).

## 3. Strategic Focus on Consistency

- Observation: The differences between cities are marginal (fractions of a point).
- Implication: Success will not come from having a slightly higher rating, but from having the most consistent rating (low deviation/low quality volatility) and being the best value (Price per Vote). The launch must focus operational excellence on consistency rather than simply trying to beat the overall average.





Value Engineering: Success lies in moving off the market's average price-to-value line, effectively 'under-promising' on price while 'over-delivering' on customer satisfaction (votes) to maximize acquisition.



Pricing Latitude: The high-quality segment ( $\geq 4.0$ ) exhibits a significantly wider pricing distribution (higher variance) than the average market. This grants us the strategic flexibility to launch both premium-priced successes and competitive high-value plays, as long as quality is guaranteed.




# Scaling Excellence: The Modular Kitchen Ecosystem

- 🦾 Build a modular, delivery-first engine that grows through data-led clustering, ensuring maximum operational efficiency in every micro-market.
- 🦾 Achieve unit profitability through a repeatable, tech-integrated expansion playbook that ensures quality is maintained across every new location.
- 🦾 Dominate micro-market zones by building a high-velocity network with best-in-class fulfillment capabilities to secure territory control ahead of the competition.






# Emphasizing Value Innovation and Market Ownership



Our design thesis is Value Innovation: owning the mid-market by delivering product bundles that inherently defy the price-to-satisfaction curve and elevate the category standard.



Our operating model converts every customer rating into a prescriptive data point, effectively closing the loop between product experience and operational design to guarantee sustained organic growth.



Our future goal is to own the customer's decision matrix, turning transactional moments into high-frequency habits through predictive quality assurance and unparalleled reliability.





# Thank You very much

We aren't just selling products.  
We're curating pleasure and engineering trust.  
This blueprint ensures every step of the venture aligns  
quality with measurable profit.

Indulge with Intention. 😊