

TASK-04

FOOD STARTUP
OUR LOCAL FAV'S

DEMOGRAPHICS:

- PERSON NAME:SIDDU
- AGE :22
- GENDER:MALE
- OCCUPATION:ENTREPRENEUR
- LOCATION:HYDERABAD

GOAL

- TO CREATE UNIQUE CONTENT
- DELIVER HIGH QUALITY FOOD AND SERVICE
- BUILD A STRONG BRAND
- ACHIVE FINANCIAL STABILITY
- PROVIDE AN EXCEPTIONAL CUSTOMER EXPERIENCE
- ATTRACT AND RETAIN
- MAINATIN CONSISTENCY
- FOSTER A POSTIVE WORK ENVIRONMENT
- SUSTAINABILITY AND ETHICAL PRACTICES
- EXPAND AND GROW

OBJECTIVES

- CREATE A MEMORABLE DINING EXPERIENCE
- OFFER HIGH QUALITY FOOD
- ACHIVE FINANCIAL VIABILITY
- BUILD A LOYAL CUSTOMER BASE
- DEVELOP A STRONG BRAND IDENTITY
- PROVIDE EXCELLENT CUSTOMER SERVICE
- EXPAND MARKET REACH
- ENSURE CONSISTENCY IN OPERATIONS

PSYCHOGRAPHIC INFORMATION

- LIFE STYLE
- HEALTH CONSCIOUS
- FOOD ENTHUSIASTICS
- FAMILIES
- ECO- CONSCIOUS DINERS
- VALUES AND BELIEFS
- SOCIAL RESPONSIBILITY
- HEALTH AND WELLNESS
- ENVIRONMENTAL SUSTAINABILITY
- CULTURAL APPRECIATION
- PERSONALITY
- ADVENTUROUS AND EXPERIMENTAL
- CONSERVATIVE EATERS
- TREND SETTERS
- SOCIAL DINERS

BEHAVIOUR AND PREFERENCE

- DINING FREQUENCY
- MEAL TIMING PREFERENCES
- FOOD QUALITY AND INGREDIENTS
- CONVENIENCE AND SPEED
- CUSTOMIZATION AND PERSONALIZATION
- SOCIAL DINING AND EXPERIENCES
- AMBIANCE AND ATMOSPHERE
- TECHNOLOGY INTERGRATION
- VALUE FOR MONEY
- DIETARY PREFERENCES AND RESTRICTIONS
- LOYALTY AND BRAND AFFINITY

USER JOURNEY

- INSPIRATION AND CONCEPT DEVELOPMENT
- BUSSINESS PLANNING
- LOCATION SCOUTING AND LEASING
- MENU DESIGN AND DEVELOPMENT
- BRANDING AND MARKETING SETUP
- LEGAL REQUIREMENTS AND LICENCING
- STAFFING AND TRAINING
- INTERIOR DESIGN AND BUILD-OUT
- GRAND OPENING AND INTIAL OPERATIONS
- GROWTH AND SCALING

CHALLENGES AND PAIN POINTS

- HIGH STARTUP COSTS
- LOCATION SELECTION
- STAFFING AND LABOUR ISSUES
- NAVIGATING REGULATORY COMPLIANCE
- CREATING A UNIQUE CONCEPT
- BUILDING A STRONG CUSTOMER BASE
- MANAGING INVENTORY AND FOOD COSTS
- CASH FLOW AND PROFITABILITY
- MAINTAINING CONSISTENCY
- MARKETING AND BRAND AWARENESS