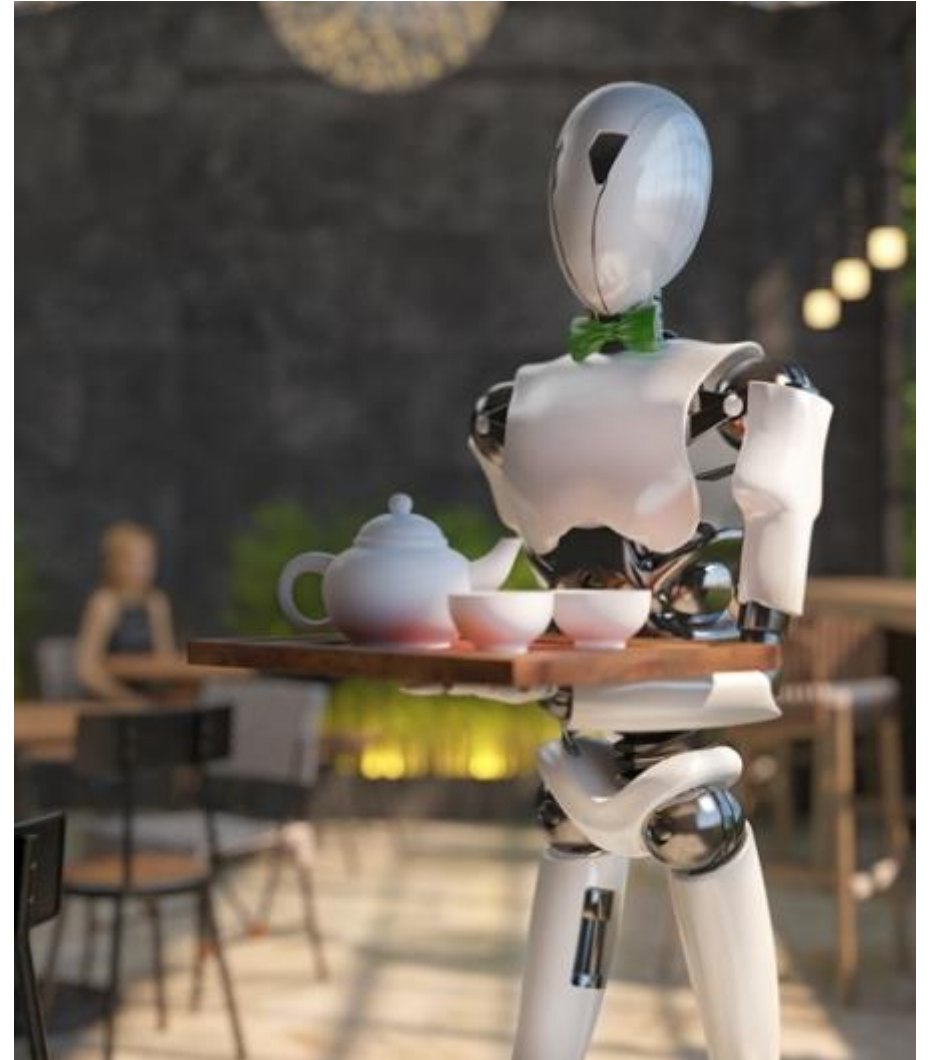


The FUTURE is HERE, NOW!

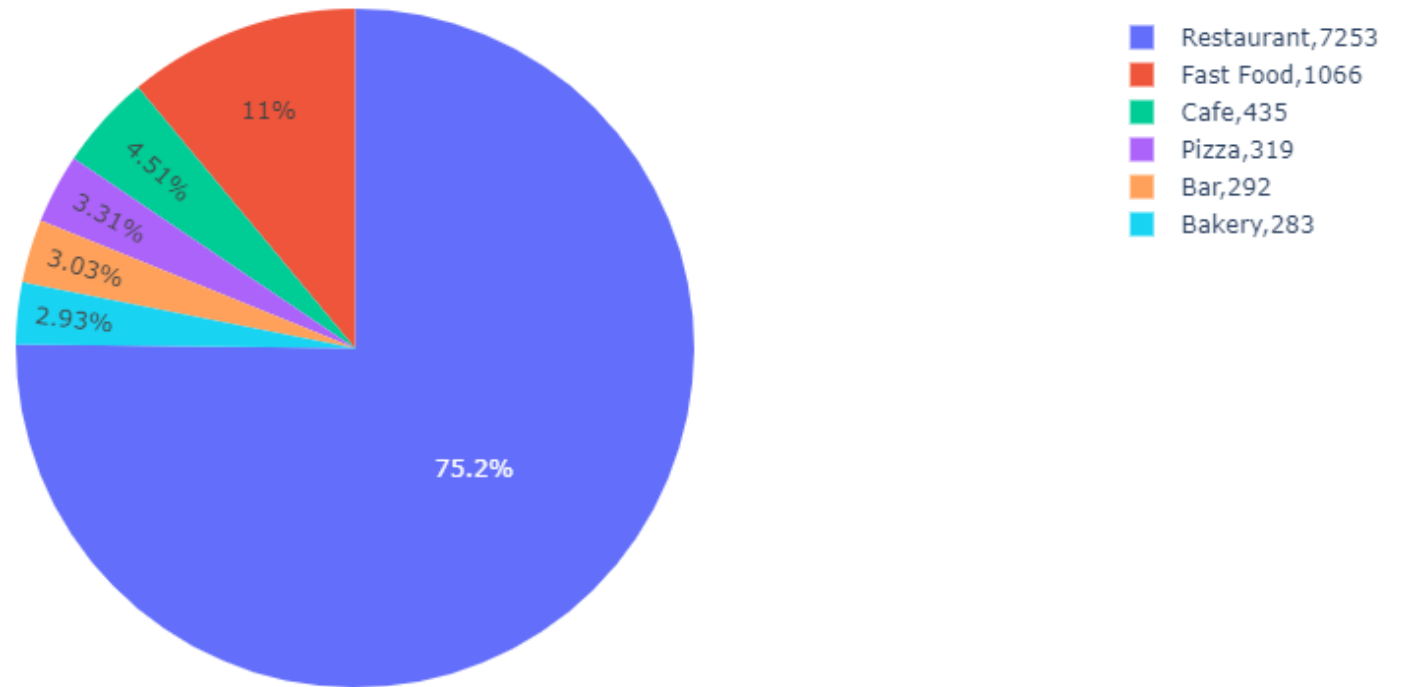
Analysis of the Los Angeles Food & Beverage Market for the Opening of a New Robot Service Cafe.



Food & Beverage Types of Establishments Market Share

Market Share of Establishment Types (Branches Included)

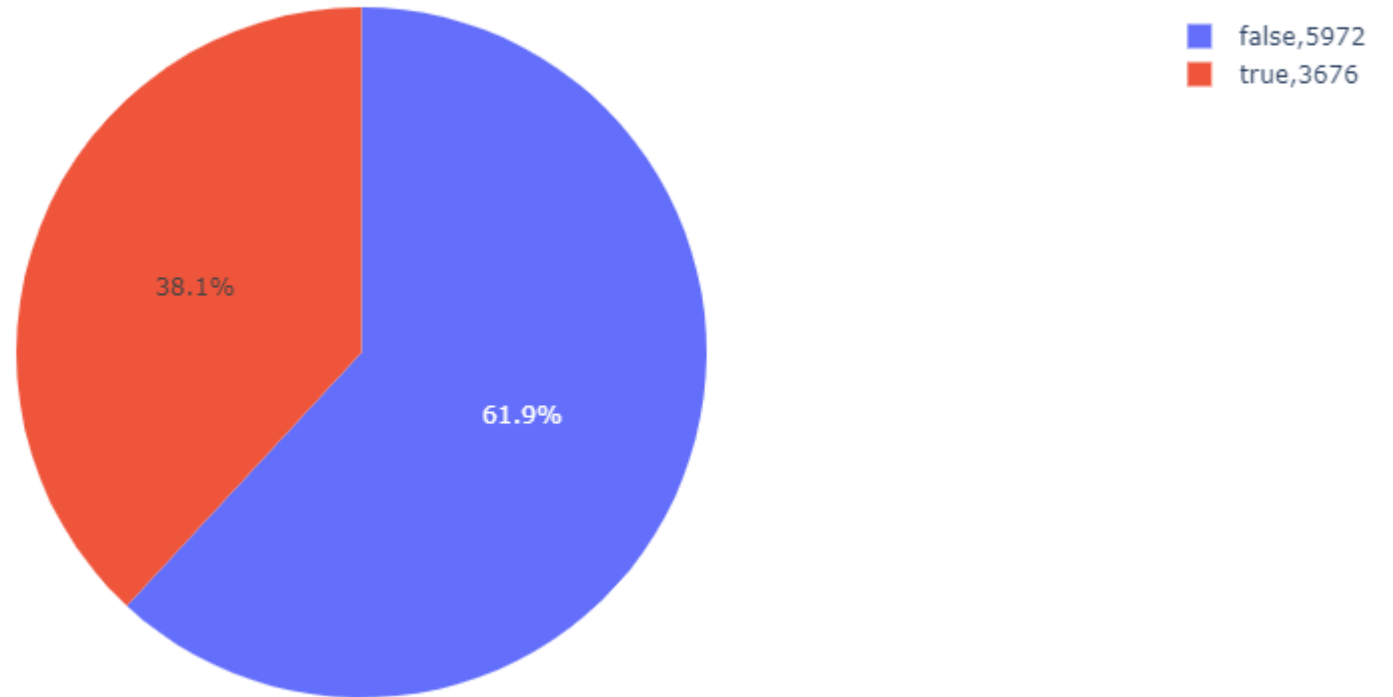
- Over 75% of the market is dominated by restaurants
- Fast food establishments are 2nd with 11%
- Café's are at third place with 4.51% and 435 locations overall



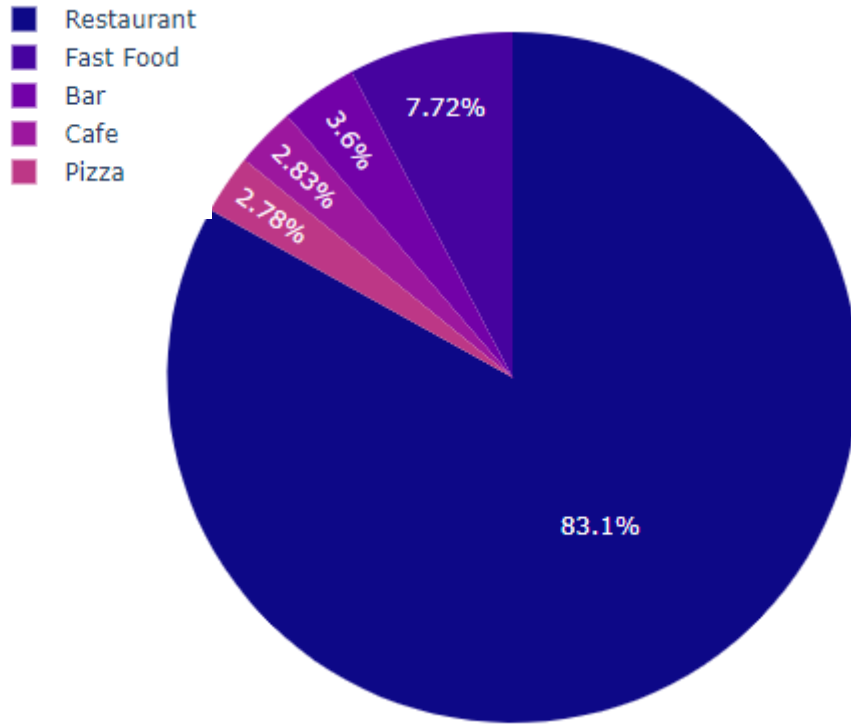
Chain and Non-chain Establishments Proportions

Market Share of Chain and Non-Chain Establishments

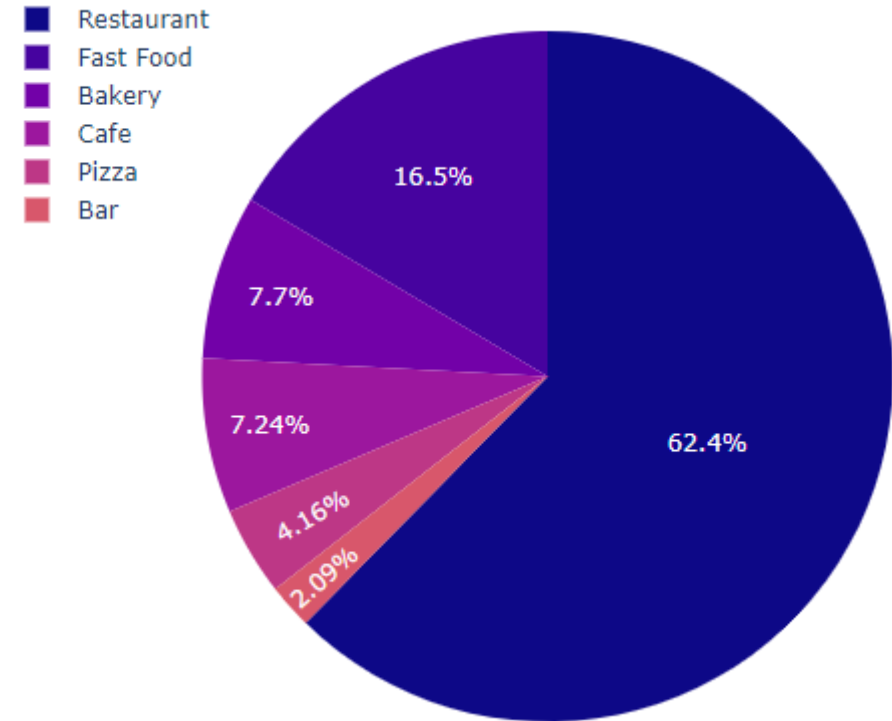
- The majority of food & beverage establishment in Los Angeles are Non-Chain
- 5972 Non-chain establishments - 61.9% Non-chain
- 3676 Chain establishments – 38.1%



Establishment Types That are Typically a Chain



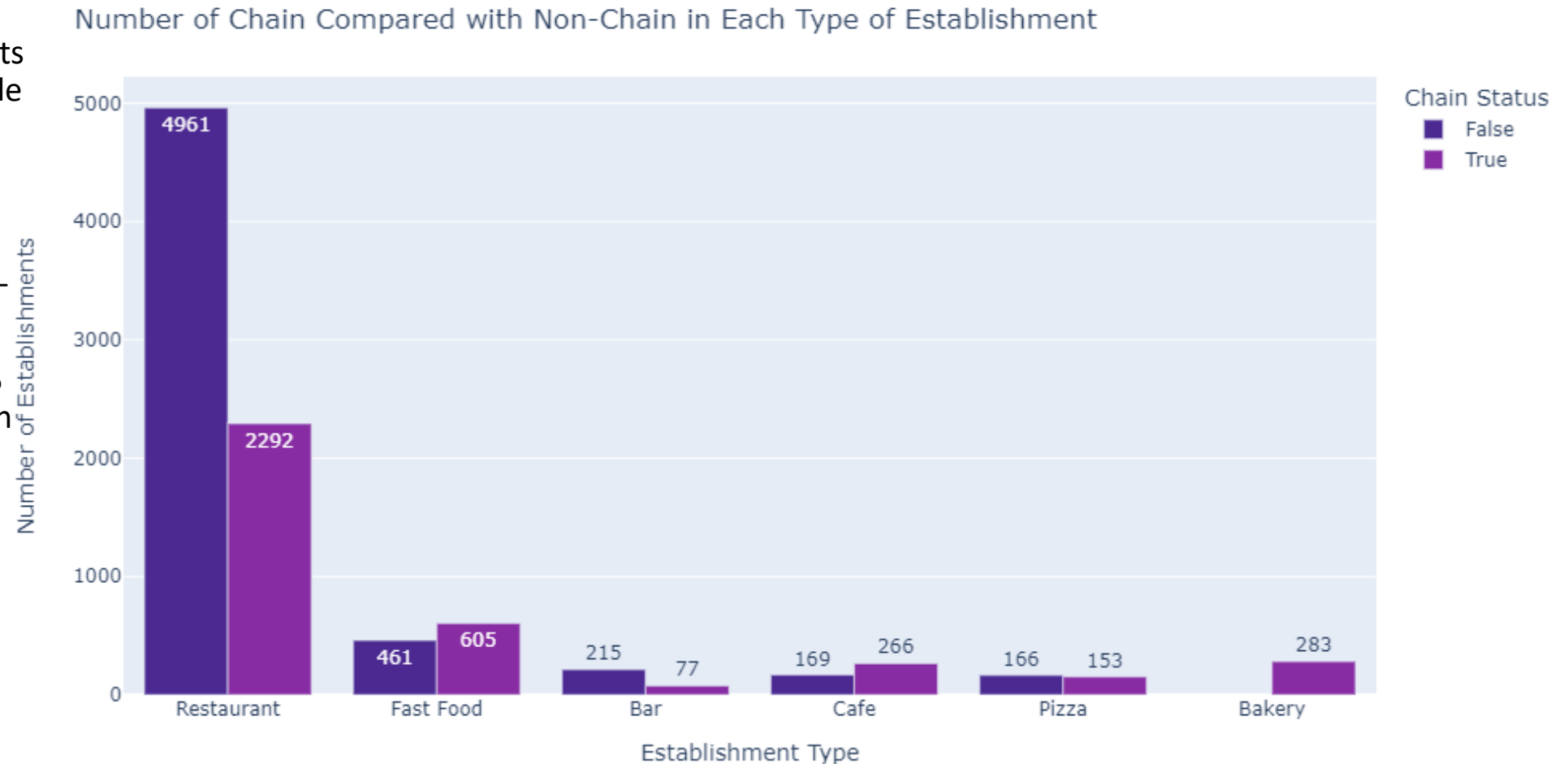
- There are no non-chain bakeries at all
- Fast food non-chain is half the ratio in chains
- 83.1% restaurants in chain while non-chain is 63.3%
- Cafe's are 7.24% of chain opposed to only 2.83% of non-chain



- Chain – Significantly less restaurants and bars
- Fast food, Café's and Bakeries are usually Chain

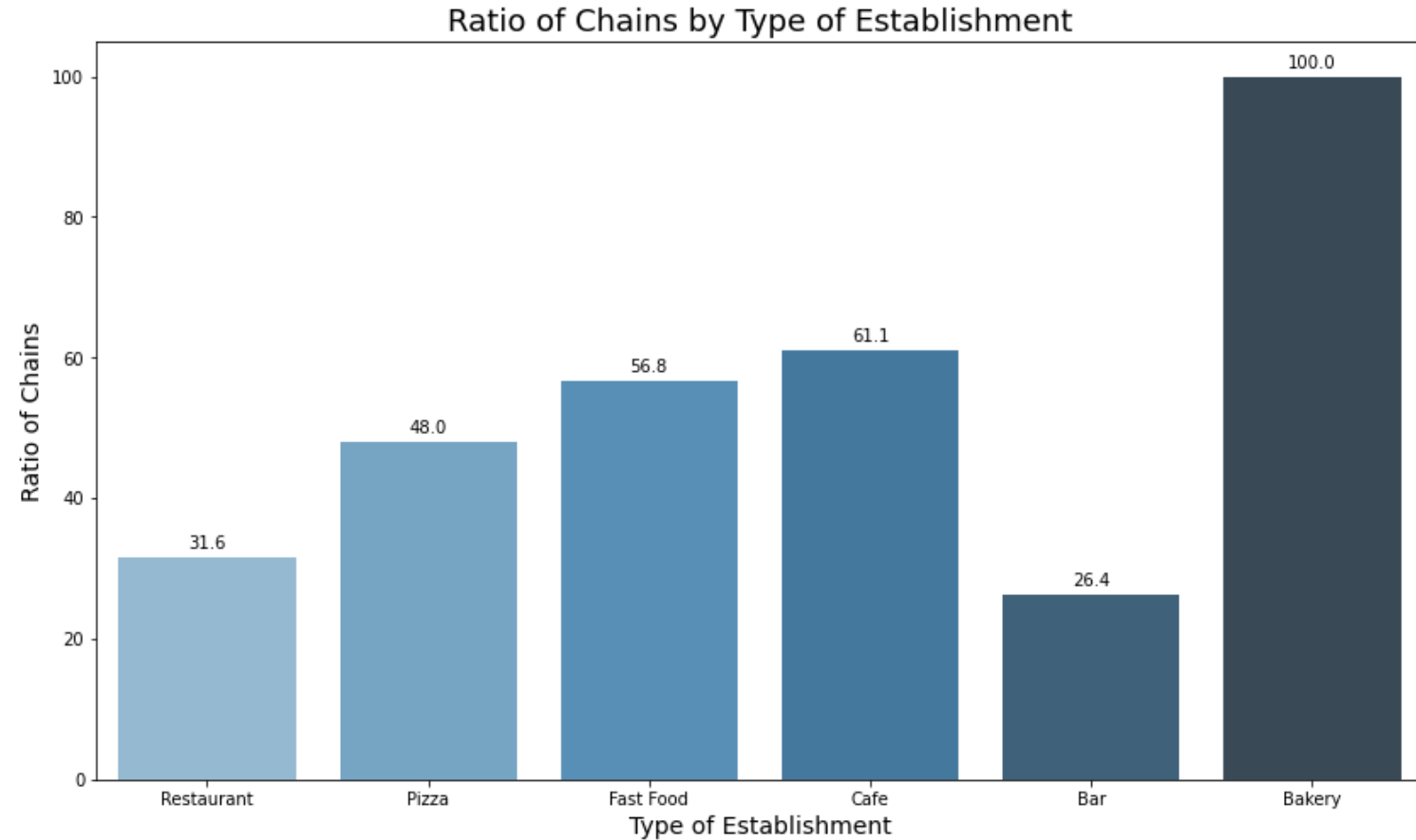
Number of Chain Compared with Non-Chain

- Non chain restaurants are more than double than non-chain
- There are more fast food chain
- Bars are usually non-chain
- Café's chain are 57% more than non-chain
- Pizza's are almost break even
- There are only chain bakeries



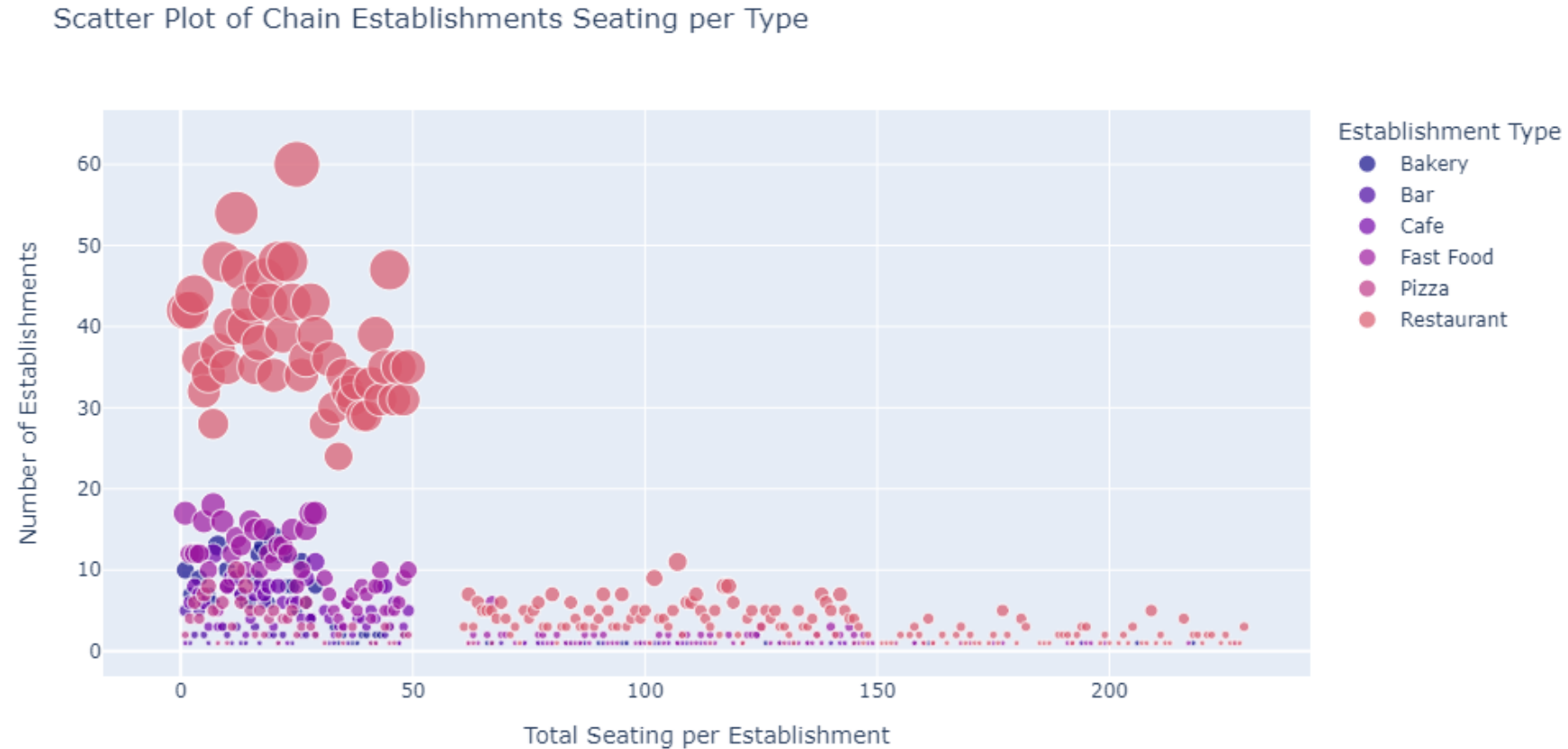
Chain Characteristics

- 100% of bakeries are chain
- Cafe's are in second place at 61% chains owned establishments
- Restaurants and bars are with the lowest ratio at 31.6% and 26.4% respectively
- Chain Café's have more seating in average than the non-chain café's



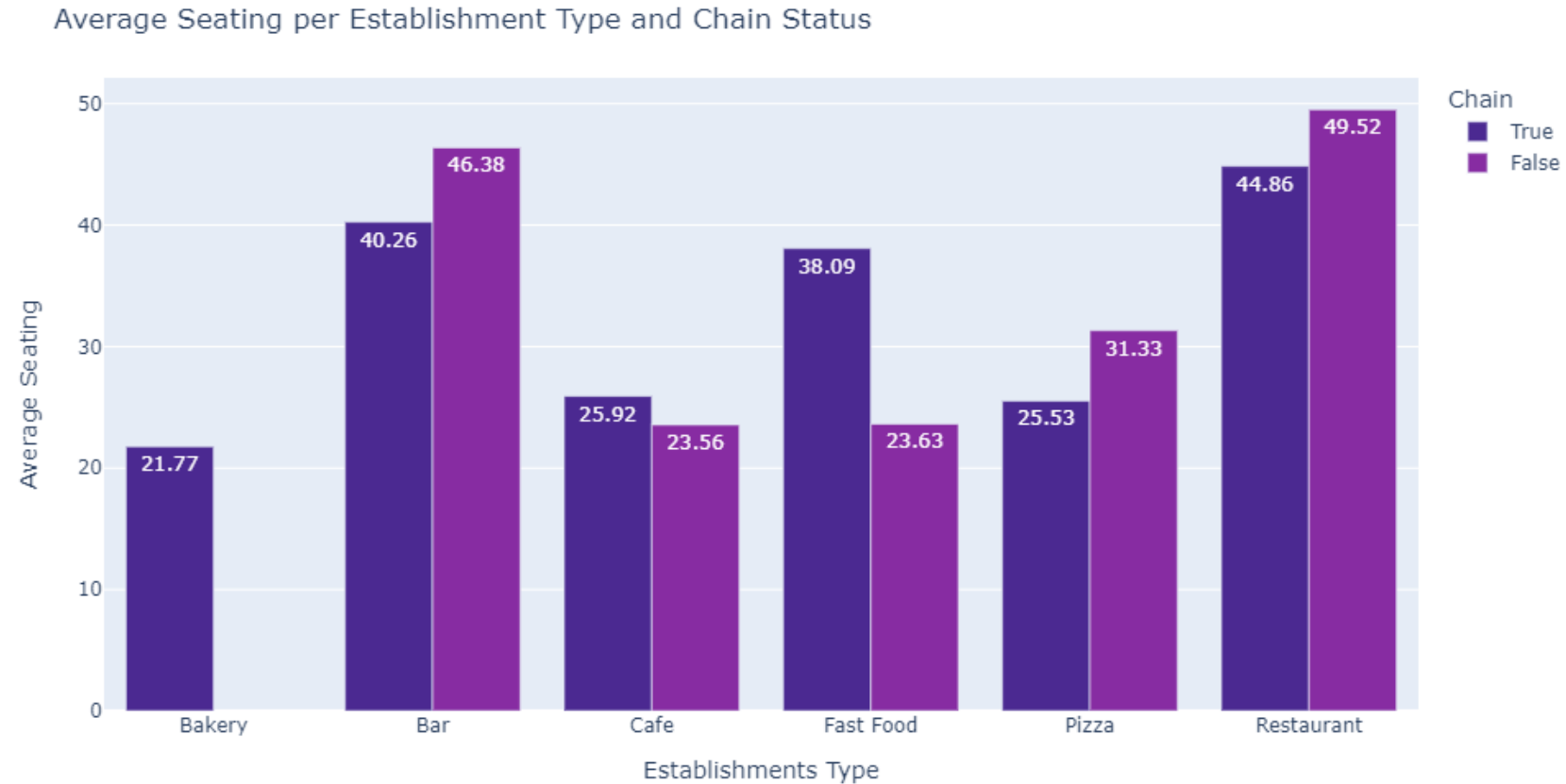
Chain Characteristics

- 2 distinct populations. One is above and the other below 50 seats per establishment
- The threshold of 50 is probably related to safety, security or health regulations for food and beverage establishments
- Almost all of the establishments with over 50 seats are restaurants and bars
- There are more non-chain establishments in both populations
- More non-chain restaurants have over 50 seats than chain restaurants
- Chains seem to be characterized by many establishments with a smaller number of seats
- * There is a very distinct threshold between 2 populations. One is above and the other below 50 seats per establishment



Seating Per Establishments

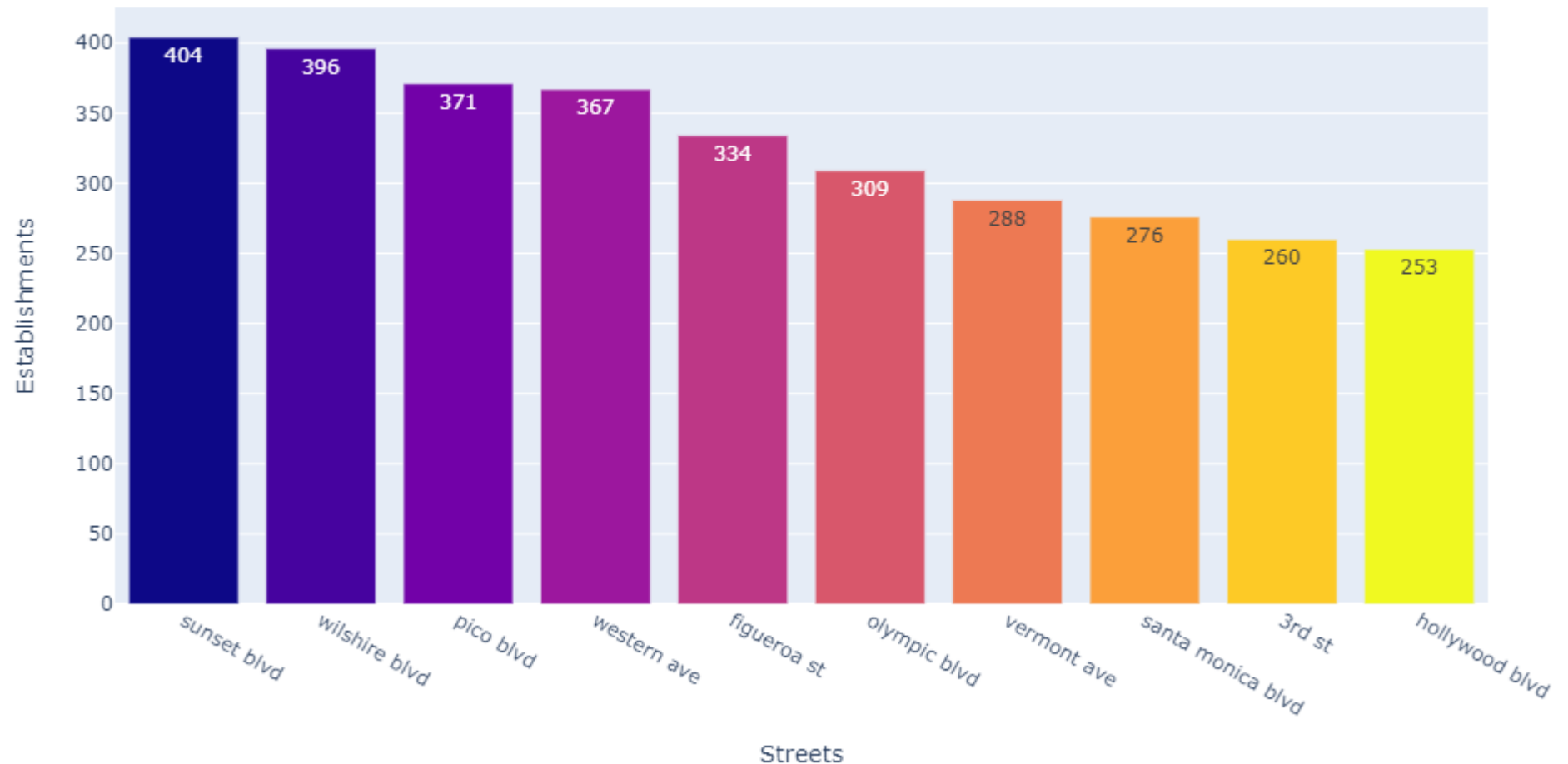
- Highest number of seats on average goes to non-chain restaurants with a close second place to non-chain bars
- The average for chain cafe's is slightly higher than non-chain
- Fast food chains have 60% more seating than non-chain



Top Ten Streets

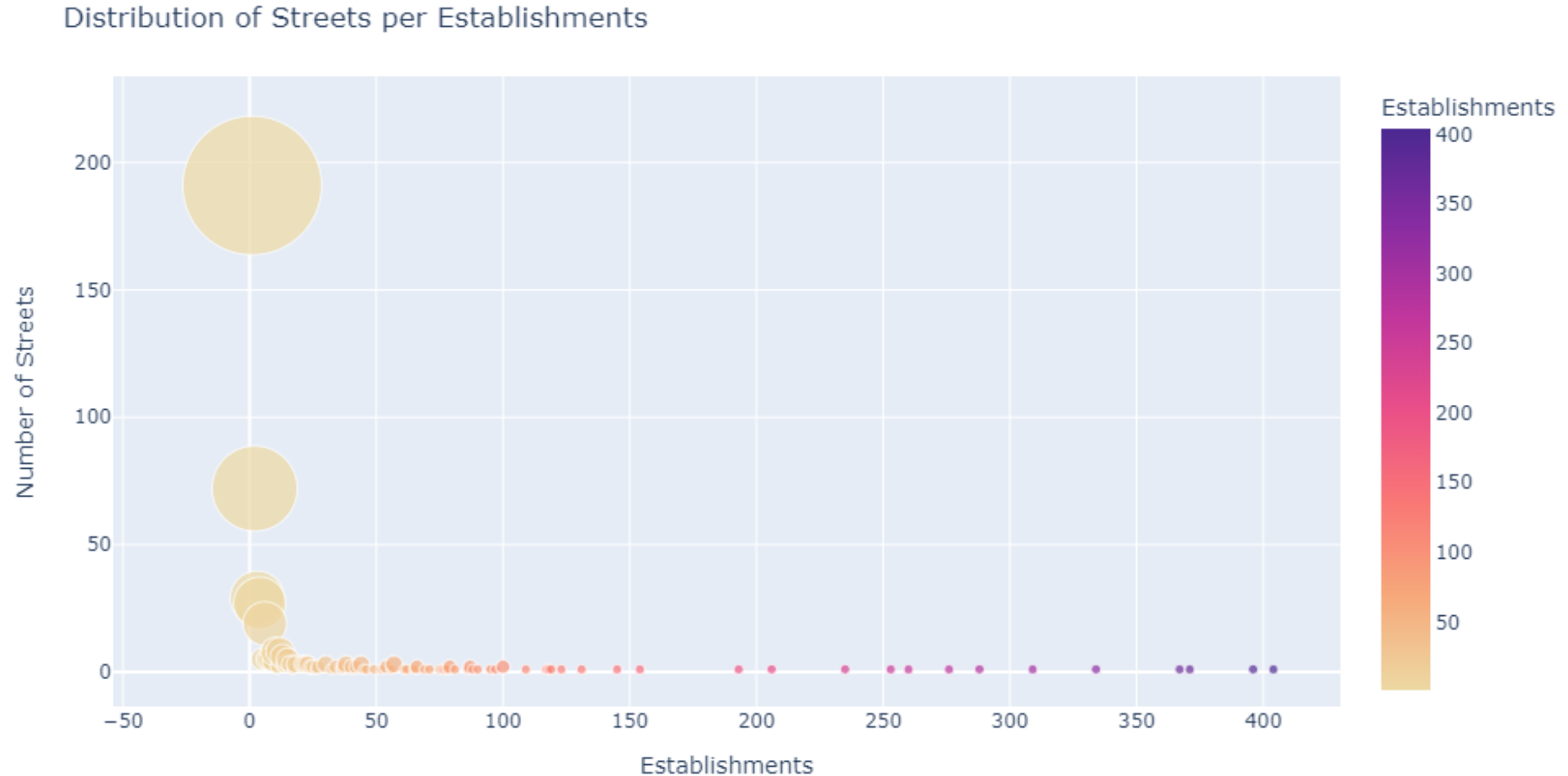
- Sunset blvd is on top with 404 food and beverage establishments
- Wilshire close behind at 396 establishments
- The sum of restaurants in the top 10 streets is: 3258
- The number overall sum of restaurants in Los Angeles is: 9648
- The % of top 10 establishments out of all the city establishments: 34%

Number of Establishments in the Top Ten Streets



Distribution of Streets per Establishments

- 191 streets with only one establishment
- 9648 streets with establishments
- 21 streets have above 100 establishments
- 2% of streets with 1 establishment out of all streets with establishments



The distribution of seating on top streets

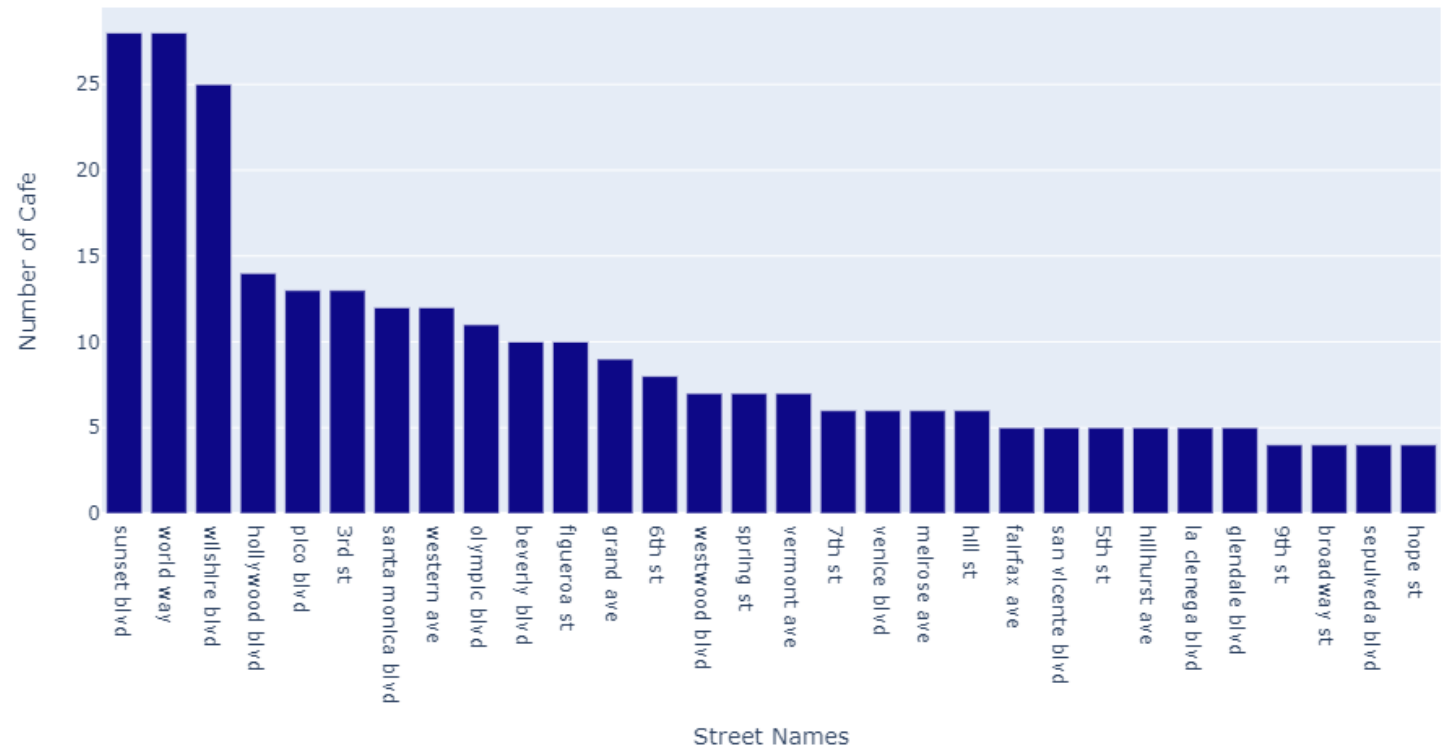
- Restaurants have by far the most amount of seating in all top ten streets
- Figuera street has a lot of fast food places and Vermont ave is second
- The highest amount of cafes are in Wilshire and Sunset blvd's



Conclusion

- All 9648 food and beverage establishments are located in 485 streets
- The top 10 streets contain 34% of establishments in the entire city
- The majority of food and beverage establishments are restaurants (Over 75% with 7253 in total)
- Cafe's are 4.5% of food and beverage establishments with 453 total city wide
- The majority of establishments are non chain establishments, however, 61% of cafe's are owned by chains
- Chain cafe's have more seating in average (25.92 compared to 23.56)
- 18 out of the top 30 cafe locations (60%) have an average of 20-30 seats

Number of Cafe on Top 30 streets



Recommendations

- Our new robot service cafe will have better success as a chain of cafe's
- The best locations to start would be in the top 30 busiest streets in order to attract as many people possible
- Our robot chain cafe branches should have more than 20-30 seats

