

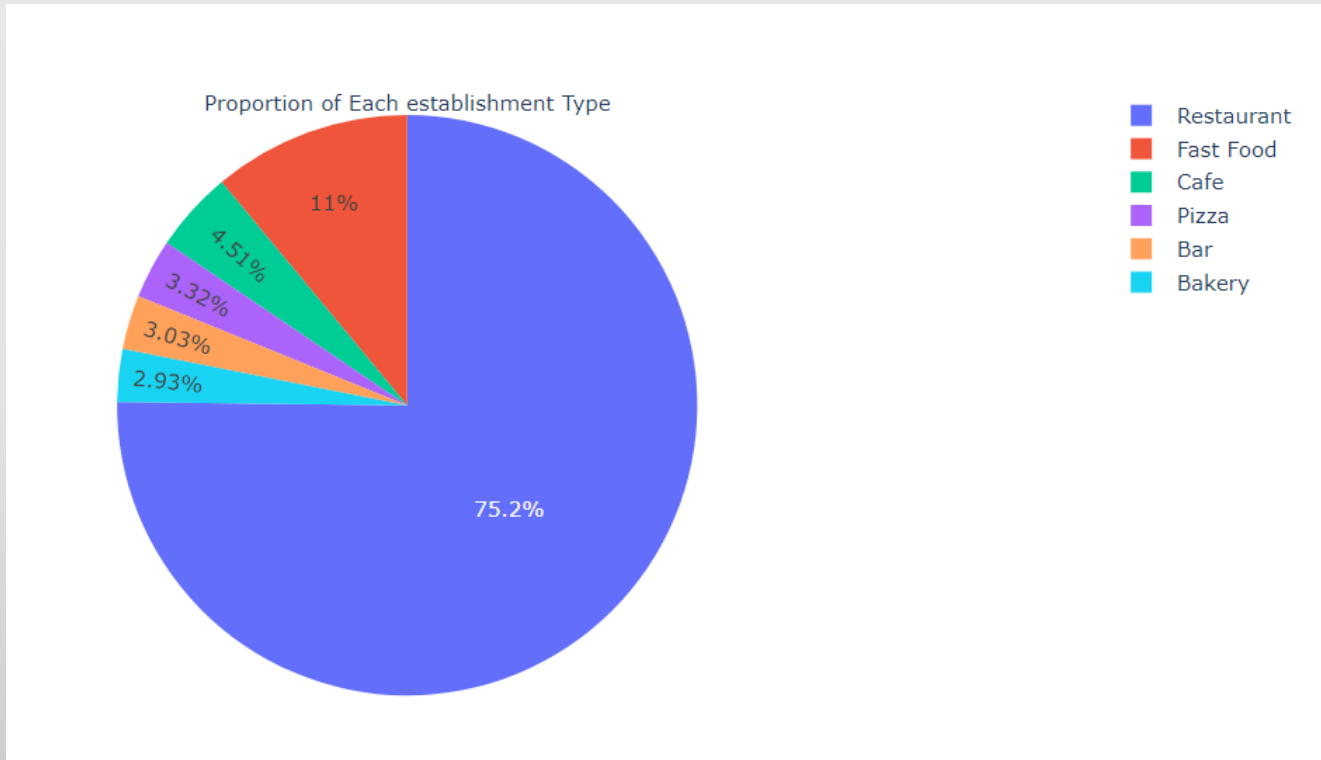
# Market Survey To Maintain Company Success By Applying Robots Waiters

10/08/2024 – 14/08/2024

# General Conclusion

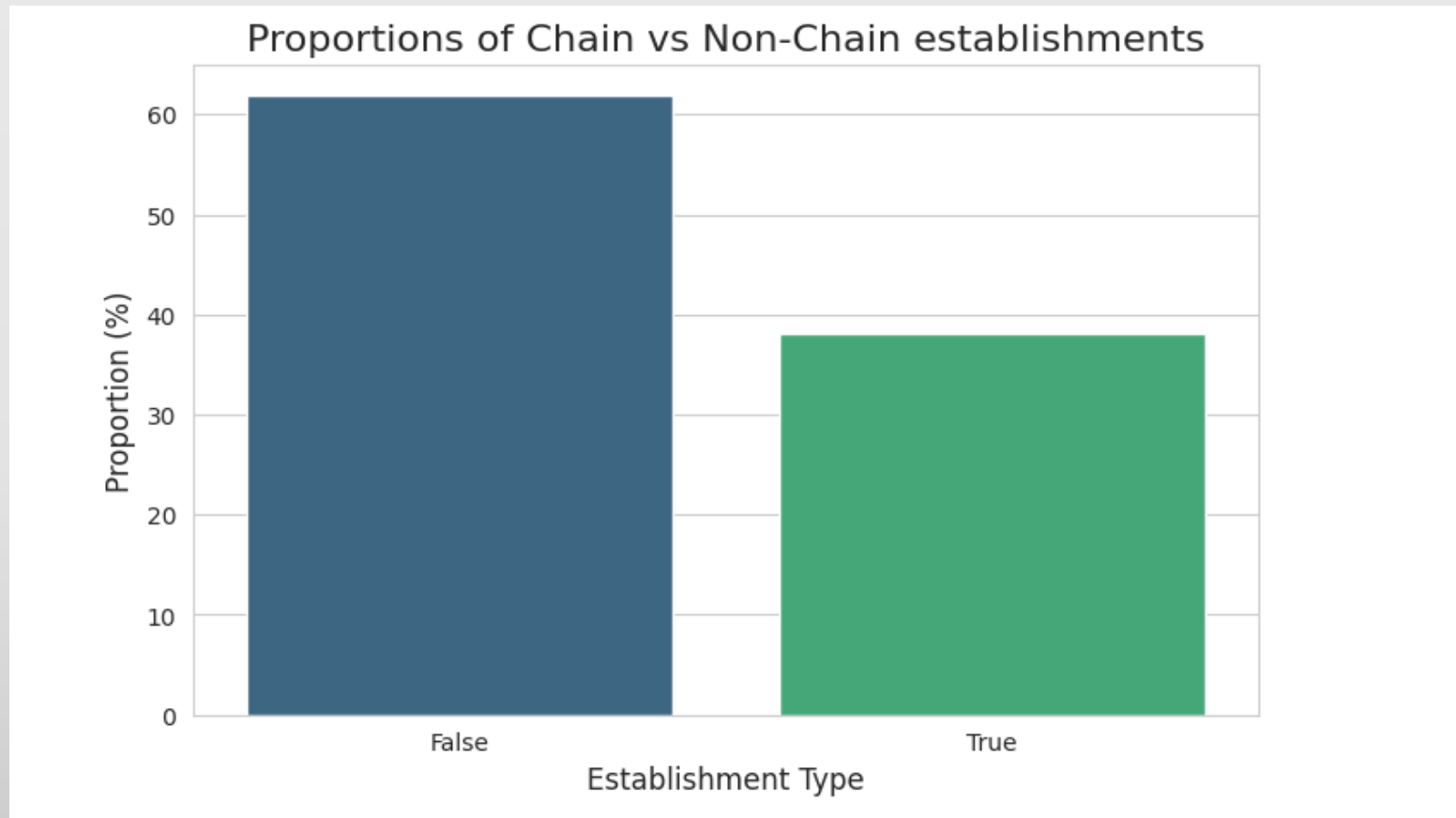
- Cafes, though a smaller market segment compared to restaurants and fast food, are well-suited to our coffee shop concept with their smaller seating capacities and casual vibe.
- Offering around 25 seats on average, cafes create a cozy atmosphere. By introducing robot waiters, we can carve out a unique niche.
- Chains typically operate in smaller spaces, which could work to our advantage in high-traffic areas, while non-chain establishments offer more flexibility in seating arrangements to cater to diverse customer preferences.

# Proportions of Various Types of Establishments



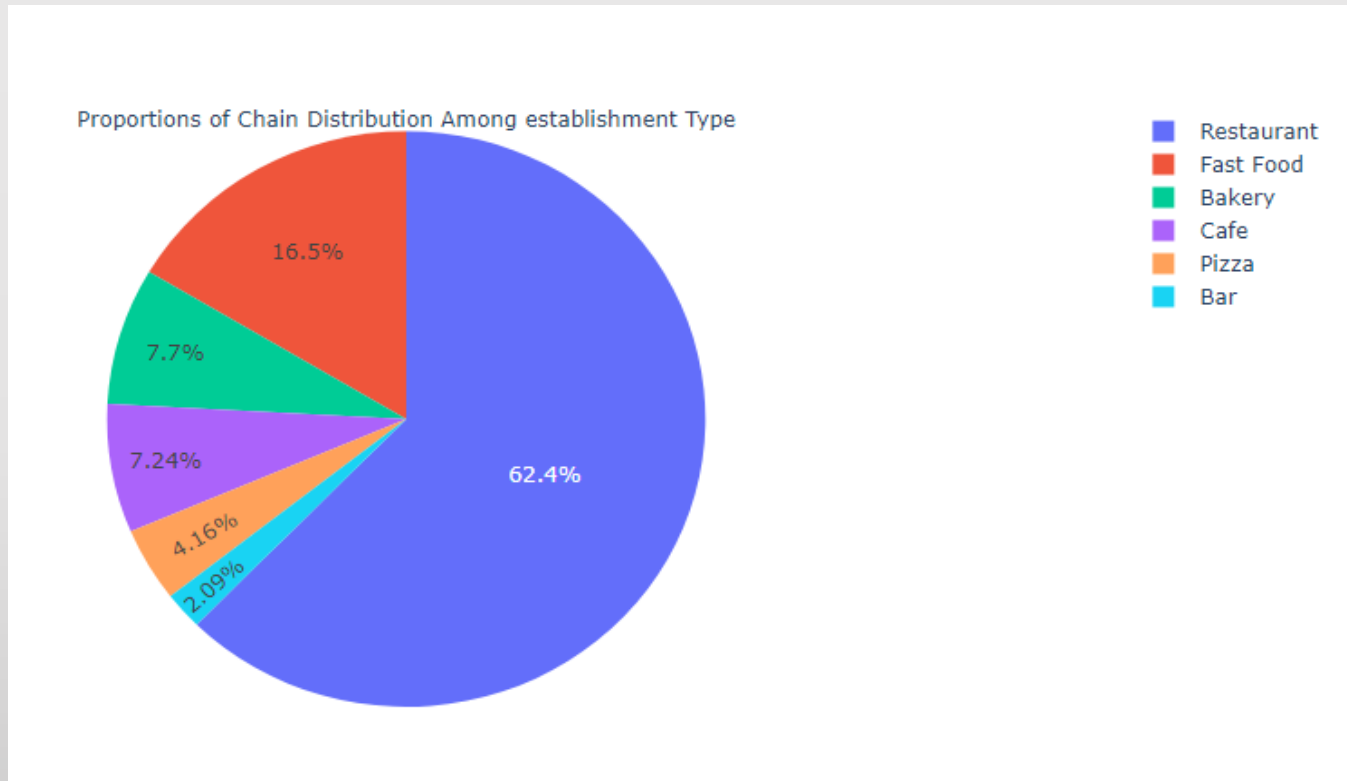
- Restaurants dominate the market, making up 75.17% of establishments, followed by Fast Food at 11.05%. Cafes, Pizza places, Bars, and Bakeries collectively hold a smaller share, each below 5%. This suggests a strong preference for traditional dining, with fast food also popular but less prevalent.
- There are niche opportunities in the smaller segments for businesses looking to differentiate.

# Proportions of Chain and Non-Chain Establishments



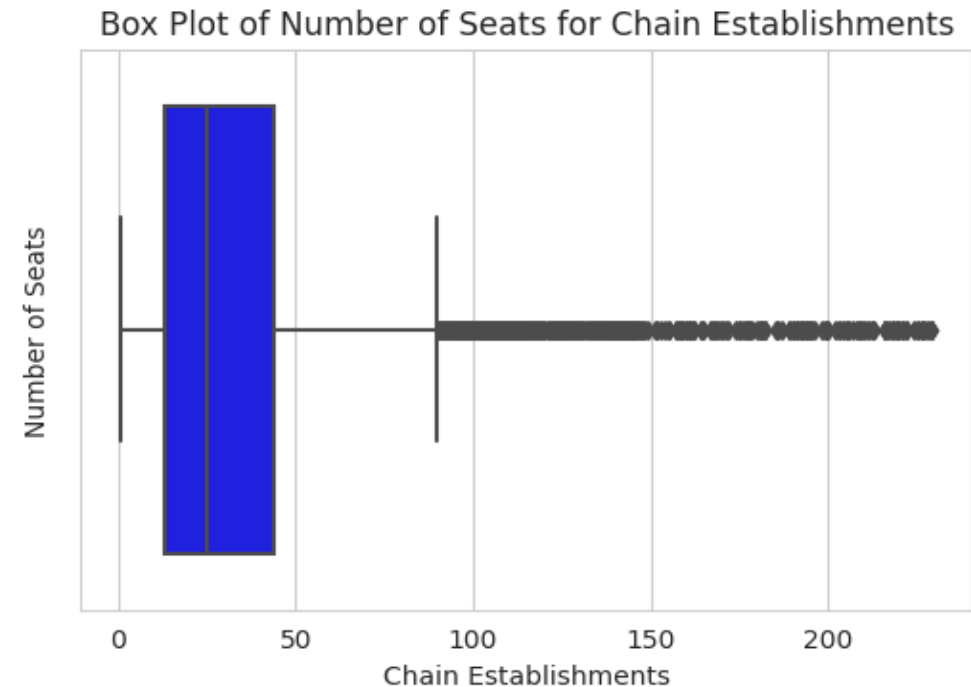
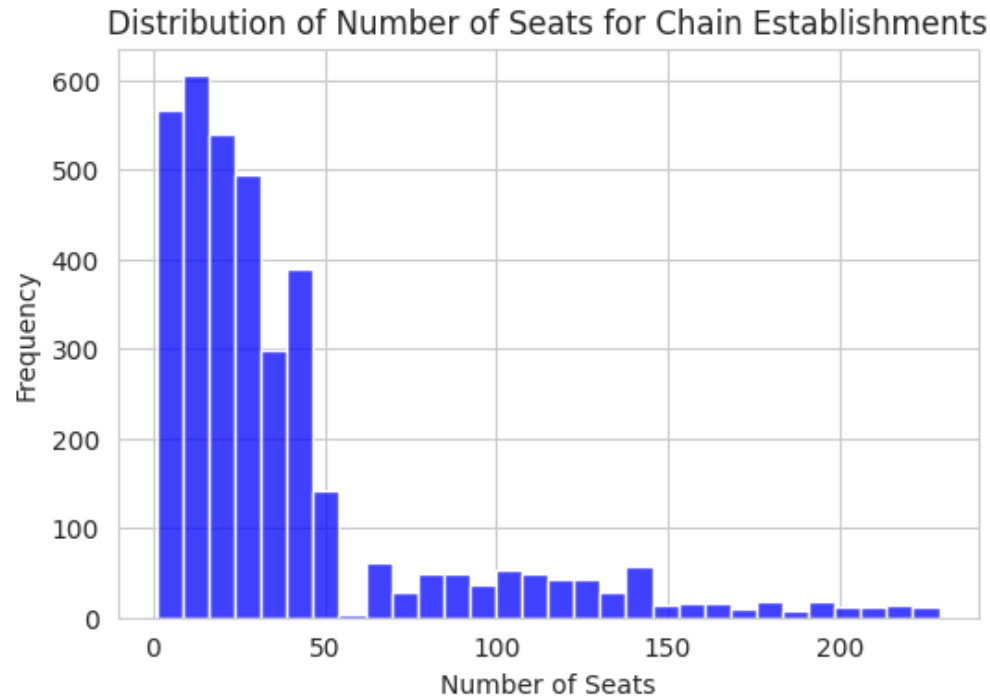
- In the dataset, 61.9% of the establishments are non-chain establishments (False), while 38.1% are chain establishments (True). This suggests that independent establishments are more prevalent than chain establishments in the market.

# Type of Establishments Typical for Chains



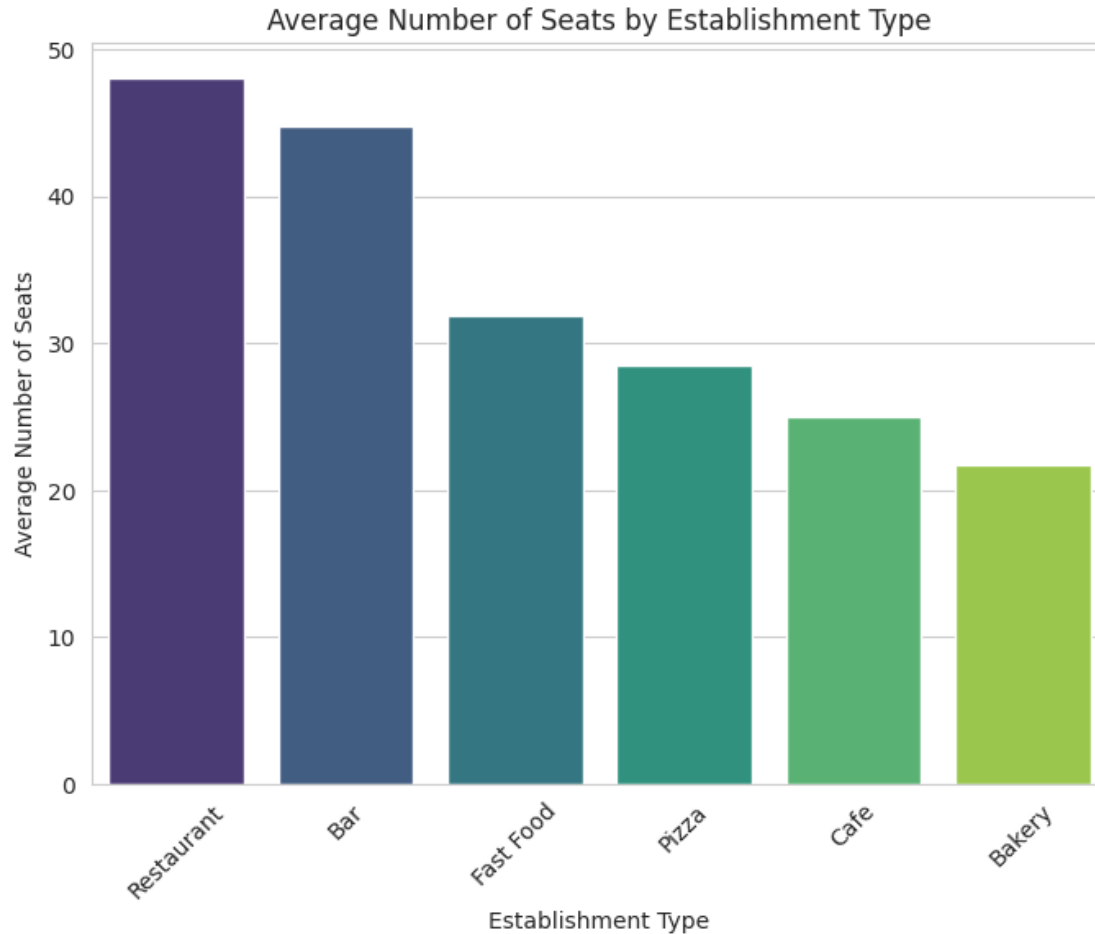
- Chain establishments are predominantly traditional dining establishments (Restaurants) 62.3% , with a significant presence in the Fast Food sector 16.45%. Other types like Bakeries, Cafes, and Pizza places are less common, and Bars are the least typical for chains.

# Characteristic of Chains: Many Establishments With a Small Number of Seats or Few Establishments With Many Seats



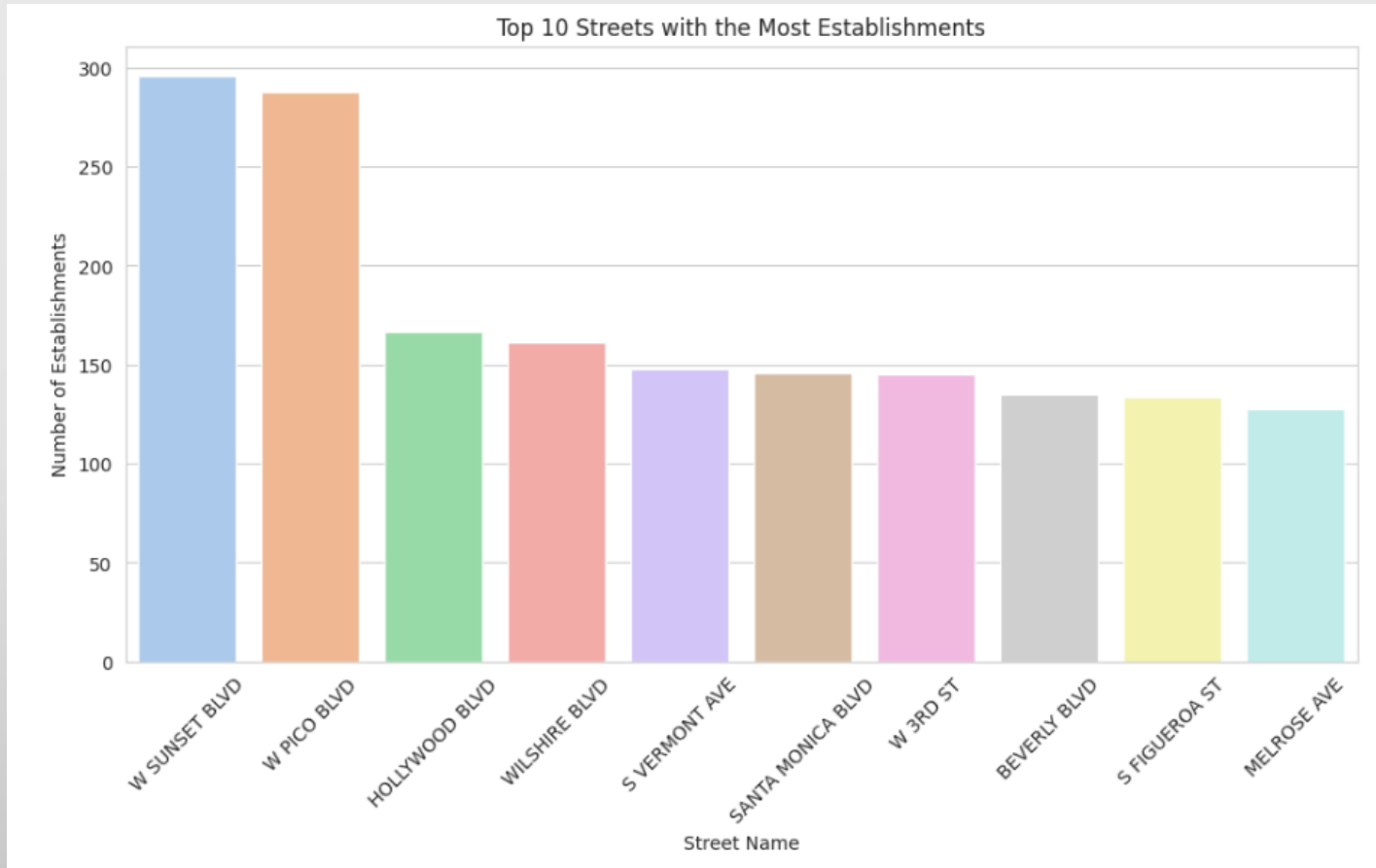
- Based on the analysis, we can conclude that chain establishments tend to have a higher frequency of locations with a lower number of seats, and the median number of seats is around 25.
- This suggests that chains often operate smaller establishments, possibly to maintain uniformity and efficiency across multiple locations.

# Establishments With The Most Seats



- As a result, Restaurants have the highest average number of seats at 48.04, followed closely by Bars with 44.77 seats. Fast Food establishments and Pizza places have lower averages at 31.84 and 28.46 seats, respectively, while Cafes offer around 25.00 seats on average. Bakeries have the fewest seats, with an average of 21.77.
- This suggests that Restaurants generally accommodate more patrons, while Bakeries typically have a more limited seating capacity.

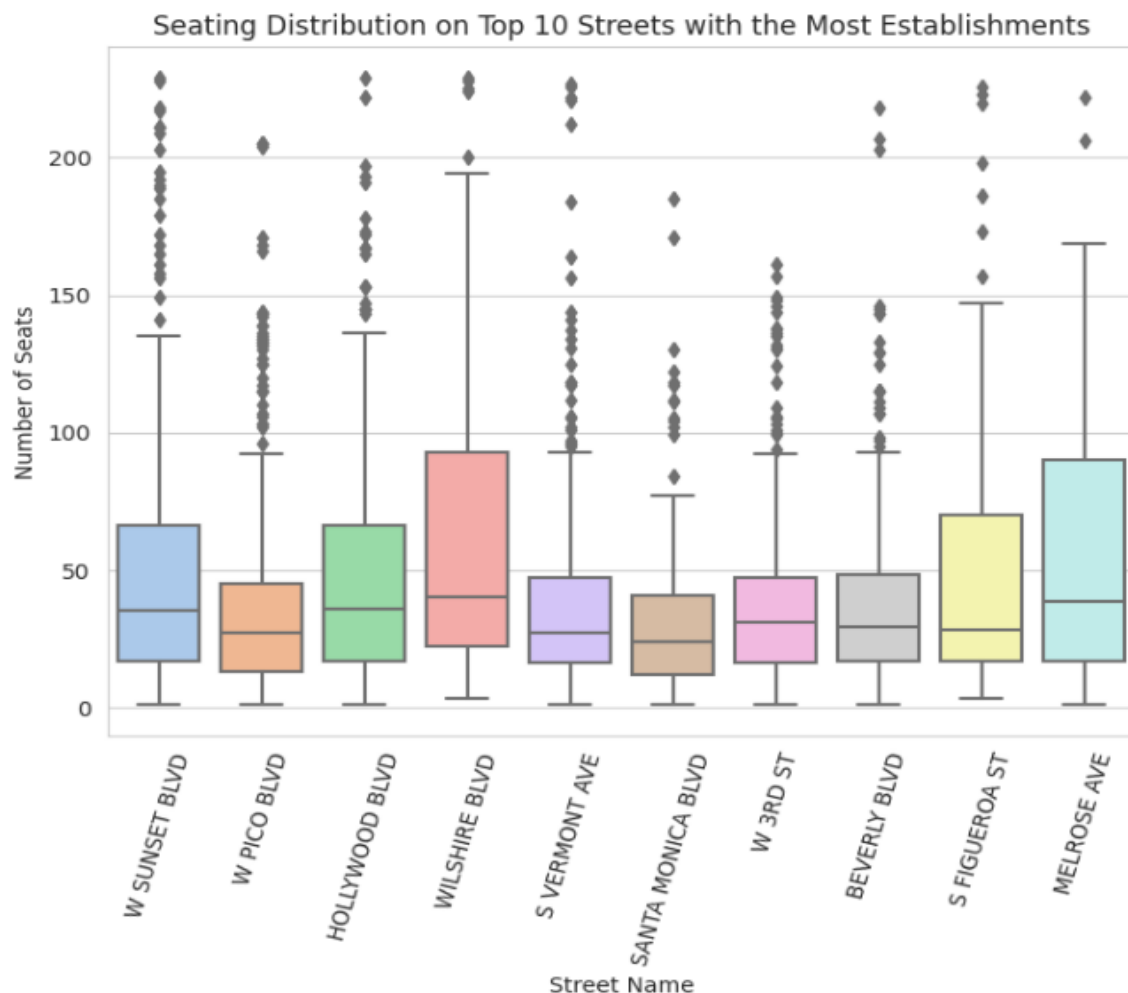
# Top 10 Streets With The Most Establishments



- The analysis reveals that W Sunset Blvd leads with 296 establishments, followed closely by W Pico Blvd with 288. Hollywood Blvd and Wilshire Blvd also have significant concentrations with 167 and 161 establishments, respectively. Other notable streets include S Vermont Ave (148), Santa Monica Blvd (146), and W 3rd St (145). Beverly Blvd, S Figueroa St, and S Western Ave round out the top ten, each hosting over 128 establishments.
- These streets represent key areas with high commercial activity.



# Distribution of Seating Capacities For Each of The Top 10 Streets



- Wilshire Blvd stands out with a median seating capacity of around 75 seats and an upper range that extends to approximately 200 seats, indicating a prevalence of larger venues. Melrose Ave also shows a wide range, with a median seating capacity of around 45 seats and an upper range near 175 seats.
- In contrast, streets like W Pico Blvd, S Vermont Ave, and Santa Monica Blvd have lower median seating capacities, around 25-30 seats, with fewer establishments around 100 seats.
- These differences suggest that Wilshire Blvd and Melrose Ave are more suitable for larger establishments, while other streets cater to smaller venues.

# Recommendations

- Position our coffee shop as a high-tech cafe with robot waiters to stand out in the smaller but steady cafe market. The robot waiters will attract attention and help retain customers with a unique experience.
- Aim for 20-30 seats to maintain a cozy atmosphere while accommodating enough patrons, and ensure the layout can adjust to different customer volumes.
- Focus on high-foot-traffic areas like W Sunset Blvd and W Pico Blvd for visibility, while also exploring less crowded locations to differentiate.
- For long-term success, plan for expansion, ensuring the robot waiter concept is scalable and backed by strong service and community engagement.