IDEATION PHASE

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| DATE | 02/11/2023 |
| TEAM ID | NM2023TMID03731 |
| PROJECT NAME | Building A Website Using Canva |

### ***Brainstorm & Prioritize Ideas Some Ideas to prioritize for a Briyani Shop:***

* **Food quality and taste:**  This is the most important factor for any food business, so make sure your briyani is made with fresh, high-quality ingredients and is cooked to perfection.
* **Variety**: Offer a variety of briyani dishes to appeal to a wider range of customers. Some popular options include chicken briyani, mutton briyani, vegetable briyani, and seafood briyani. You can also offer different regional variations of briyani, such as Hyderabadi briyani, Lucknowi briyani, and Thalassery briyani.
* **Affordability:** Price your briyani dishes competitively so that they are affordable for a wide range of customers.
* **Convenience:** Make it easy for customers to order and receive your briyani. Offer delivery and online ordering options, and have a convenient location for your shop.
* **Cleanliness and hygiene:** Maintain high standards of cleanliness and hygiene in your shop. This includes using clean utensils and equipment, and storing food properly.
* **Create a unique selling proposition (USP):** What makes your briyani shop different from all the others? Do you use a special recipe? Do you offer unique side dishes? Once you have identified your USP, make sure to communicate it clearly to your customers.
* **Offer a variety of accompaniments:** Briyani is often served with a variety of accompaniments, such as raita, salad, and chutney. Offer a variety of accompaniments to appeal to different customer preferences. You can also offer unique accompaniments, such as mango chutney or coconut chutney.
* **Target a specific market:** Are you targeting families, young professionals, or tourists? Once you have identified your target market, tailor your menu and marketing efforts accordingly.
* **Offer catering services:** Catering is a great way to generate additional revenue for your briyani shop. Offer catering services for events such as weddings, parties, and corporate events.
* **Promote your business:** Promote your briyani shop through social media, online advertising, and word-of-mouth. You can also participate in local food festivals and events.

***BRAINSTORMING IDEAS:***

