



# **LA Robot Eatery Project**

---

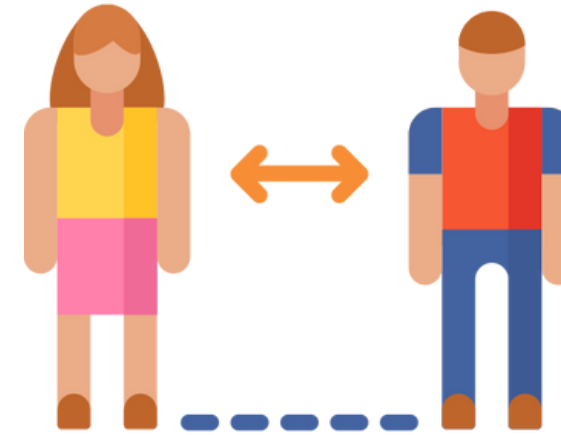
**A report on the current  
market conditions**

---

**Aditya Pran Borah**

# The Problem

---

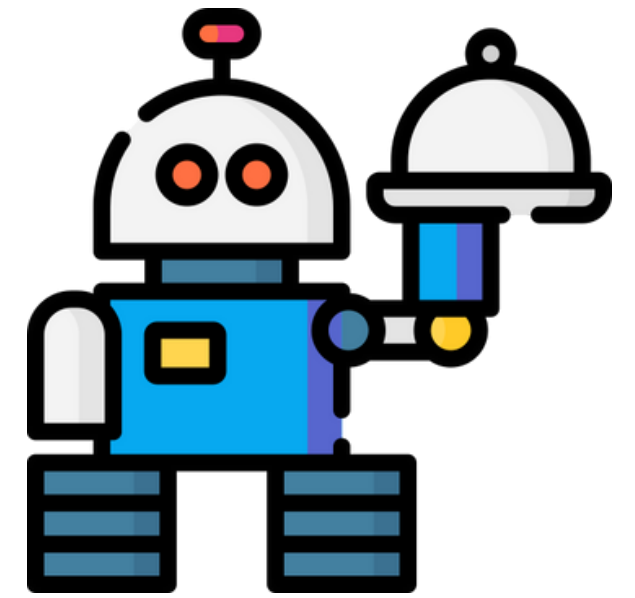


---

**The Covid pandemic has changed the perception of hygiene. Social distancing and lower capacity in restaurants are becoming the norm. But people still crave for fine dining and an excellent ambience experience.**

# Our Solution

---



## Robot Waiters.

With the world becoming increasingly contactless, a restaurant with a staff of robot waiters will help in reducing contact between people and keep everyone safe. And robot waiters will also provide a novel dining experience.

---

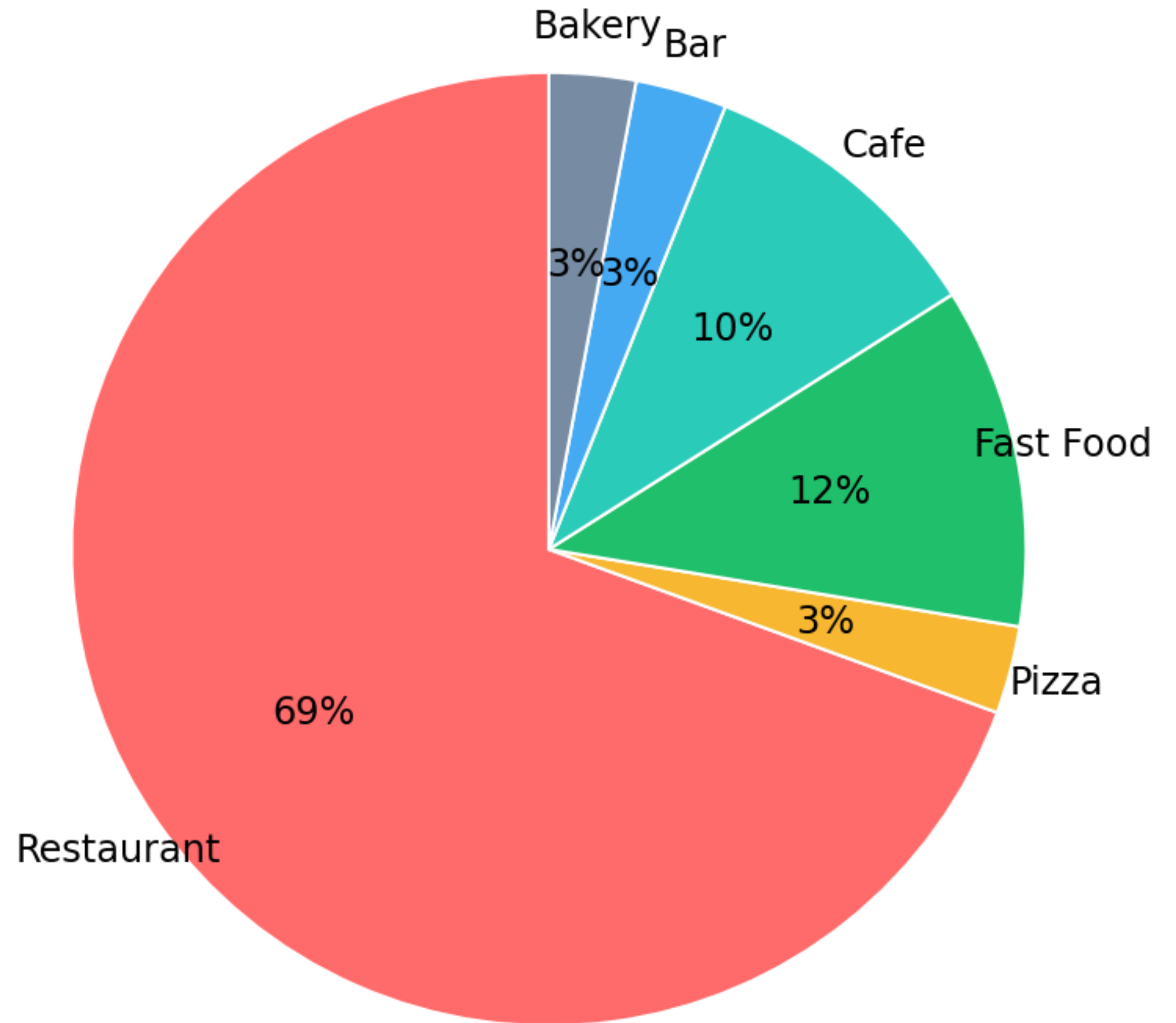
# Current Market Conditions

Data Source: Open-source data on restaurants in LA

# Types of Establishments

- The most popular type of establishment is Restaurant.
- It is worth taking a closer look at cafes and fast-food.

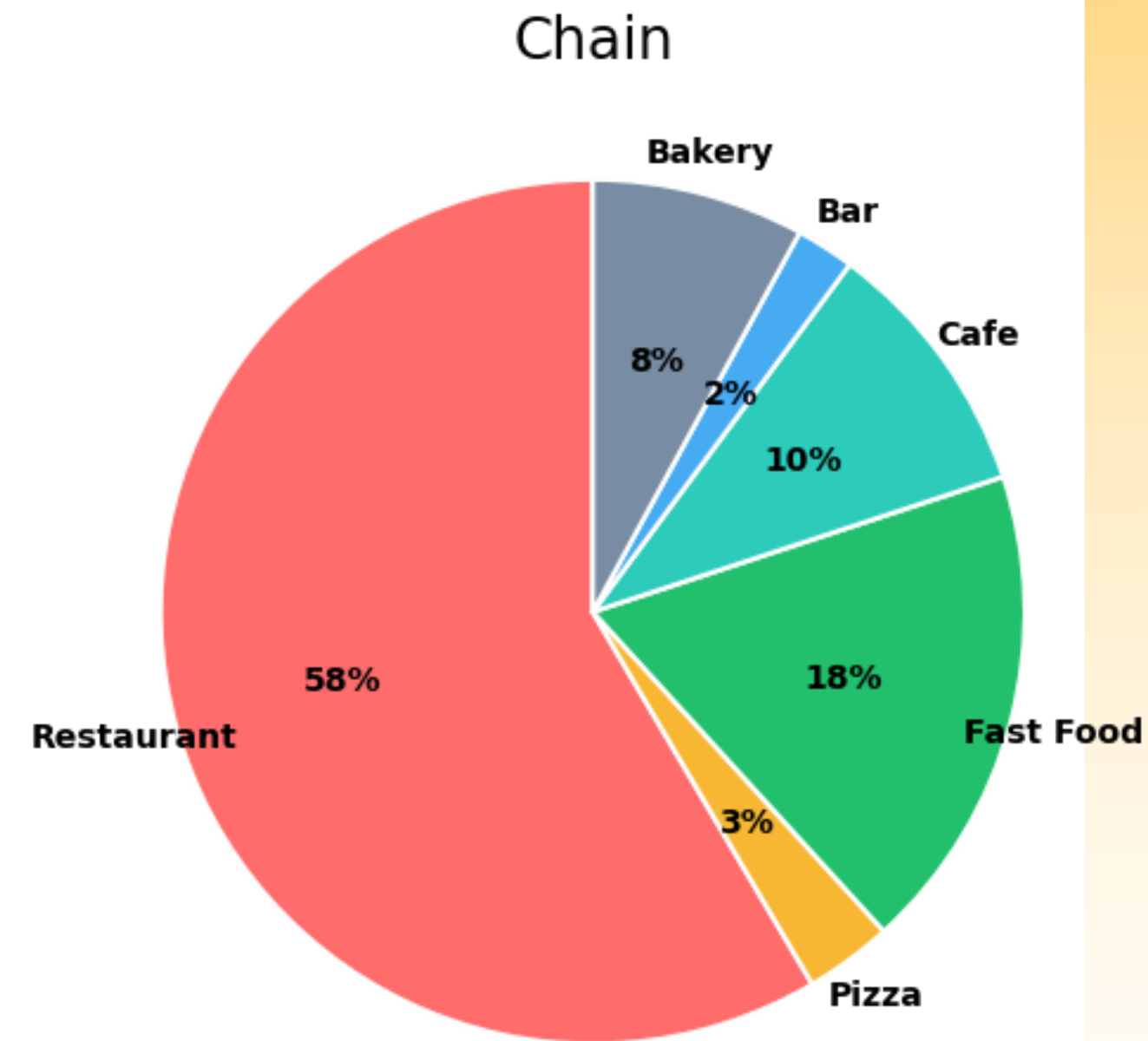
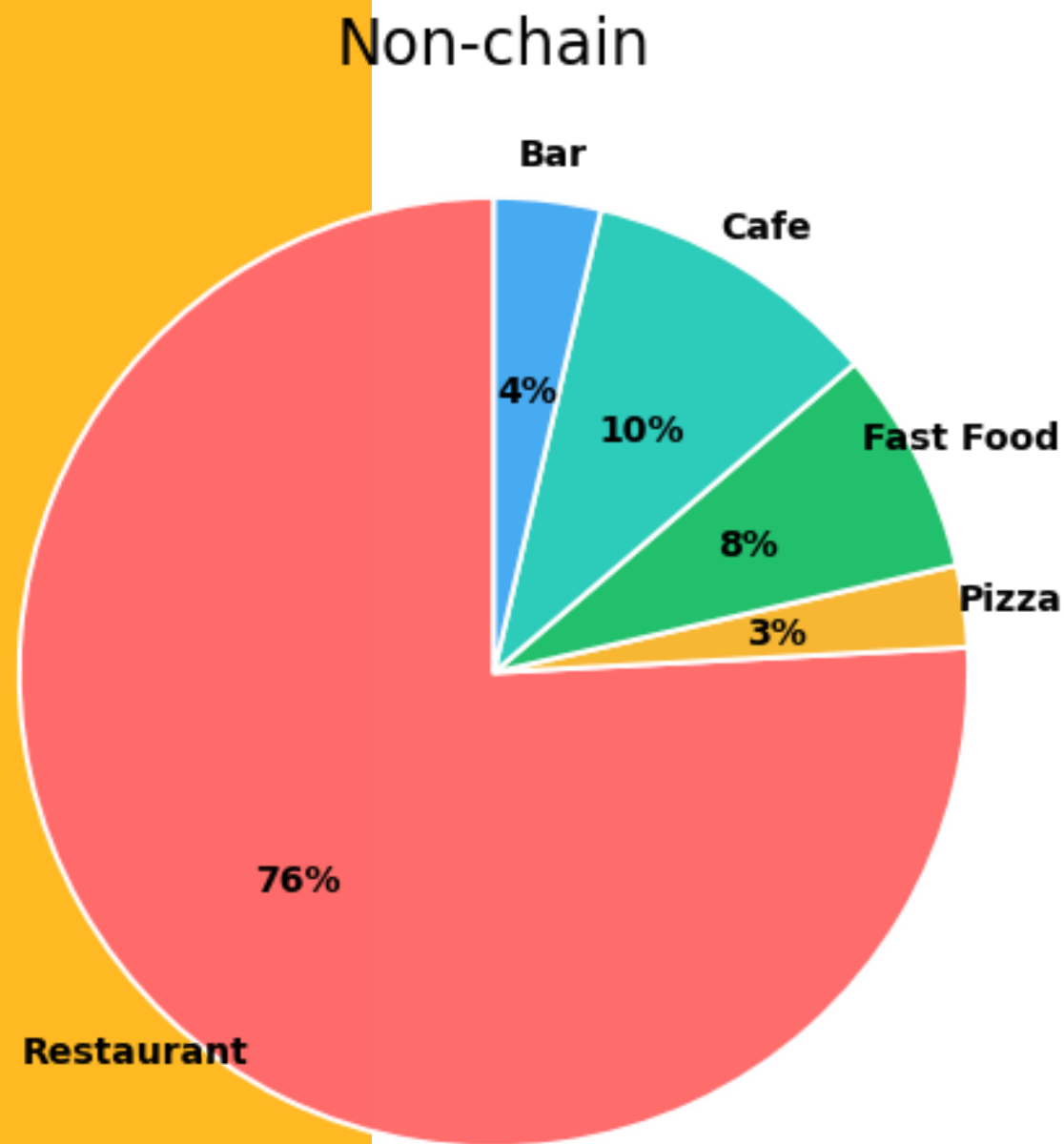
THE PROPORTIONS OF THE VARIOUS TYPES OF ESTABLISHMENTS





# The typical type of chain and non-chain establishments

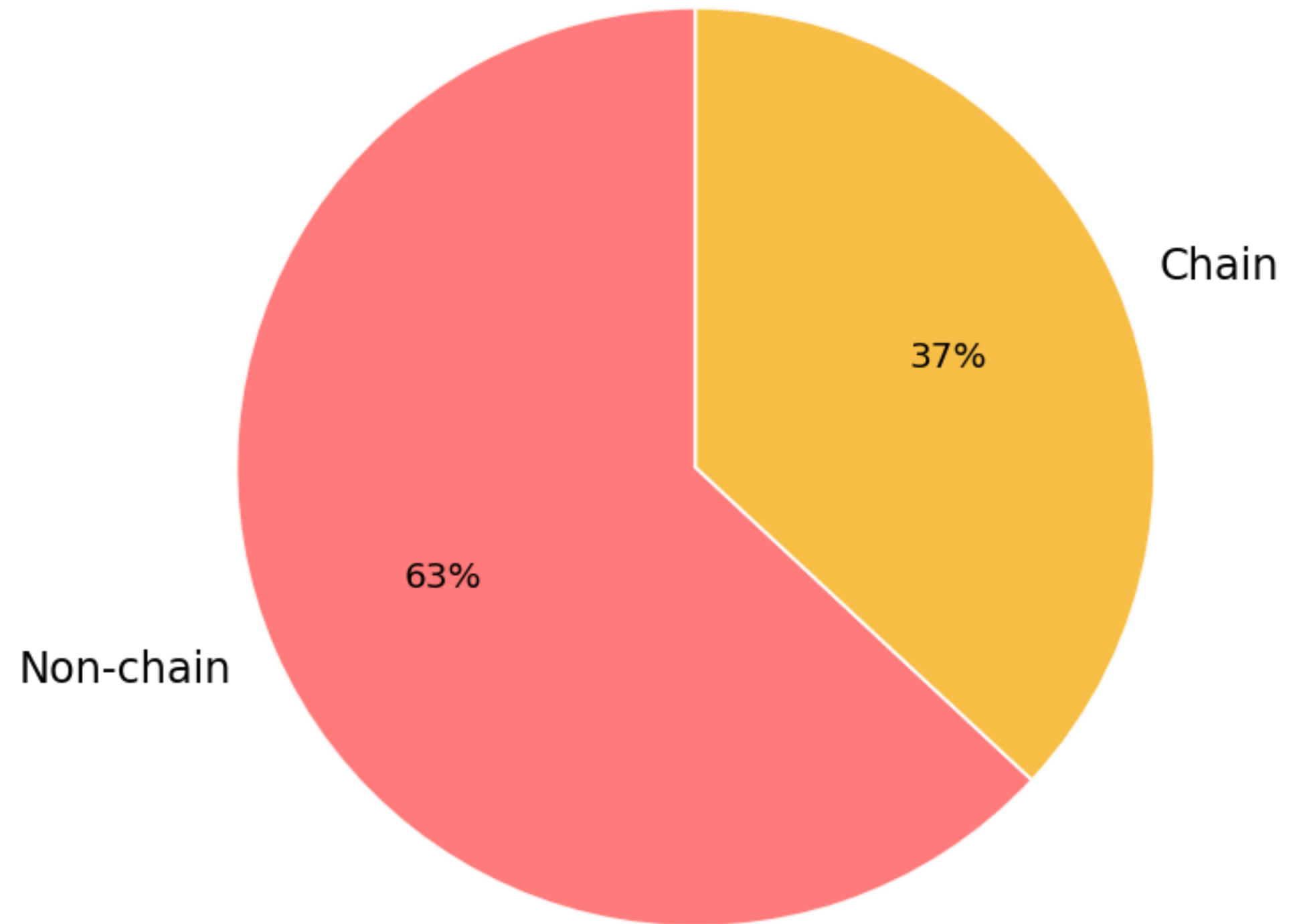
- 3 quarters of non-chain establishments are restaurants.
- Fast food restaurants are more popular among chain establishments, accounting for 20% of all chains.
- The share of cafes is the same among chains and non-chains.
- The share of bakeries among chains is almost 10%, and none of the bakeries are independent establishments.



# Chain and non-chain proportion

- Most of the establishments are not chain.
- Non-chain establishments are 6 thousand out of almost 9.5, which is more than 60%.

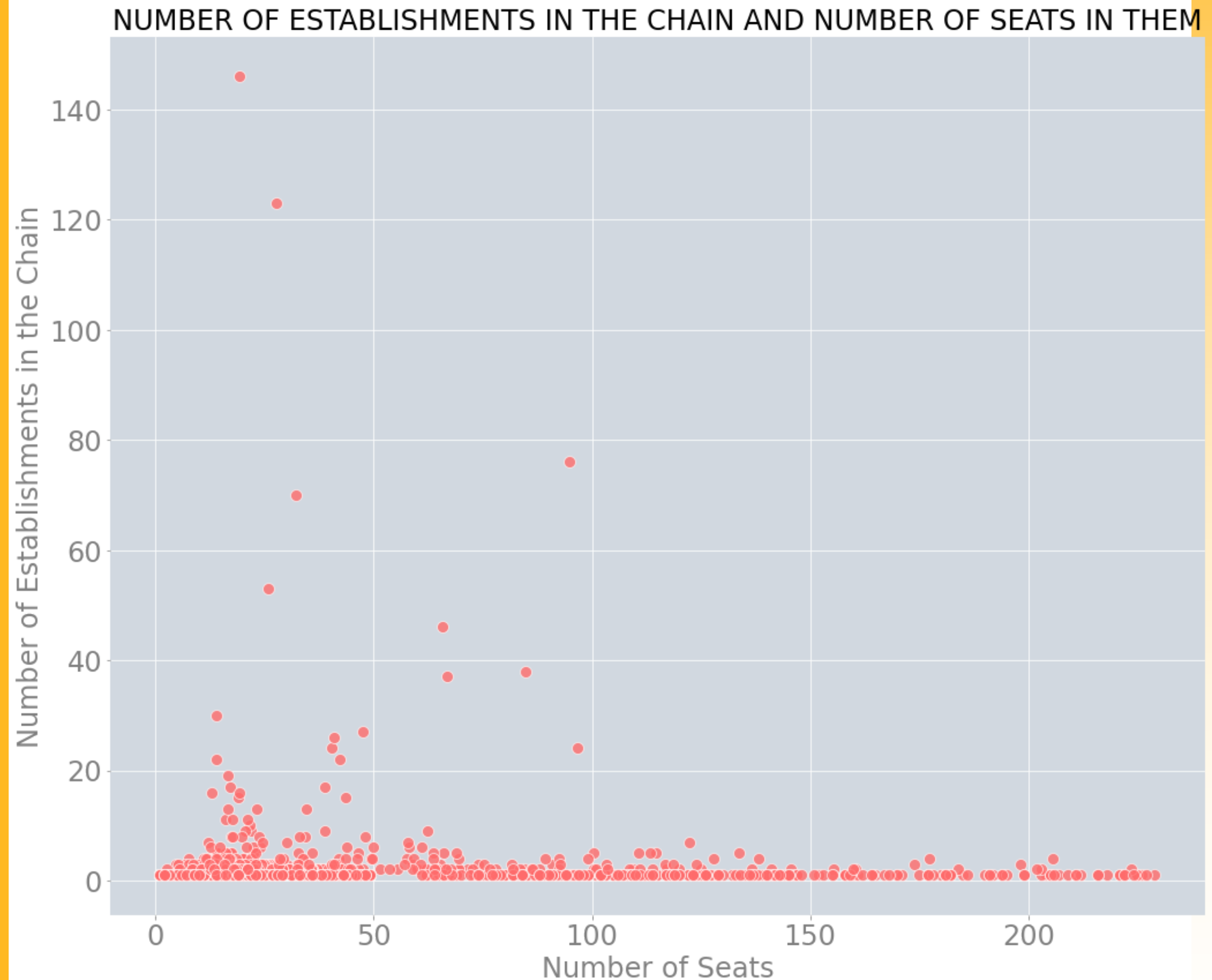
THE PROPORTIONS OF CHAIN AND NONCHAIN ESTABLISHMENTS



# Chain:

- Number of establishments
- Number of Seats

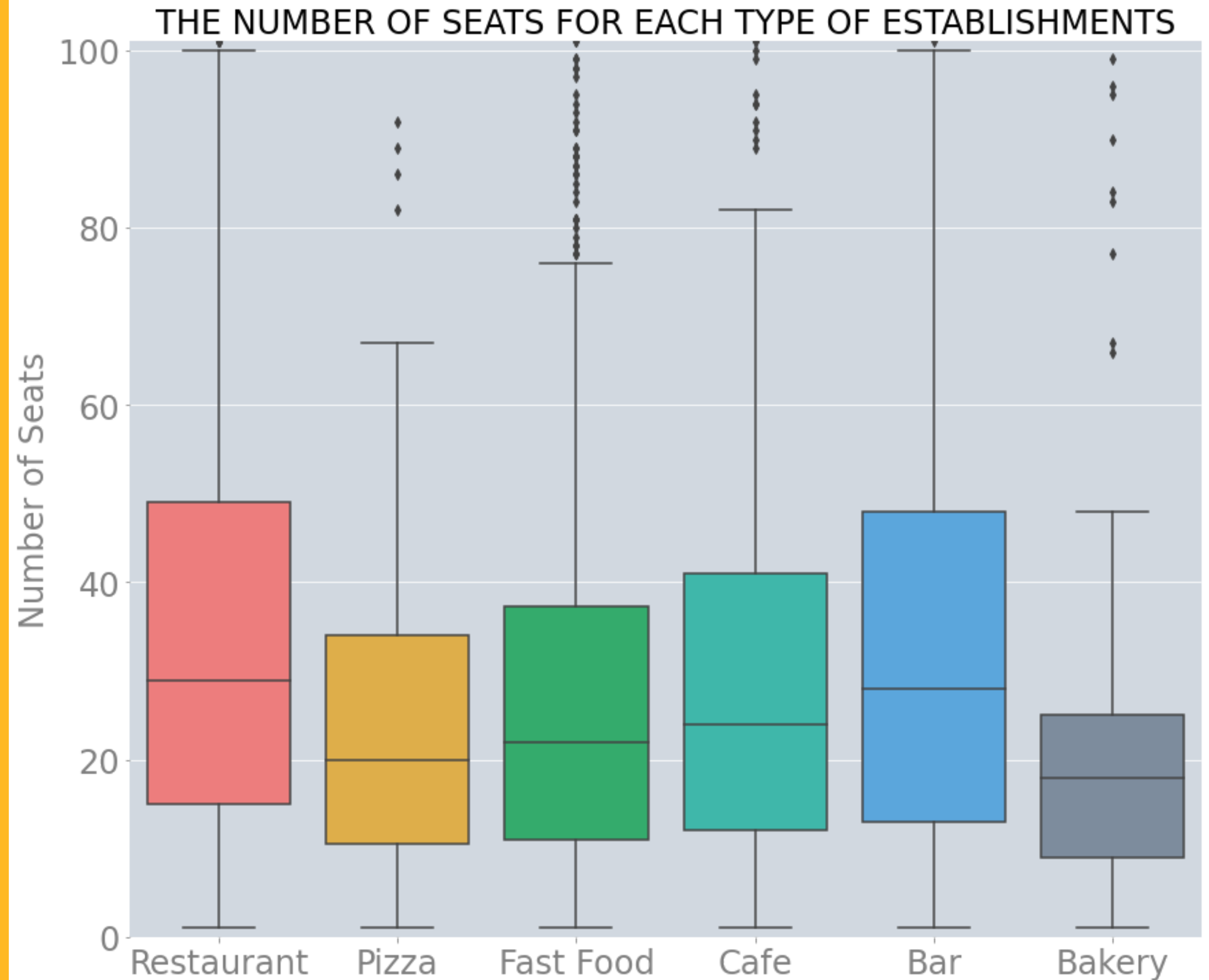
- 75% of the chains have only one branch in Los Angeles.
- Average number of seats in chains with a different number of branches is from 35 to 50 seats.
- Some chains have only a few branches but with a lot of seats. Some chains have a small number of branches and a small number of seats in them.
- Starbucks Coffee House and Subway Fast Food Restaurant have over 120 branches with fewer seats.





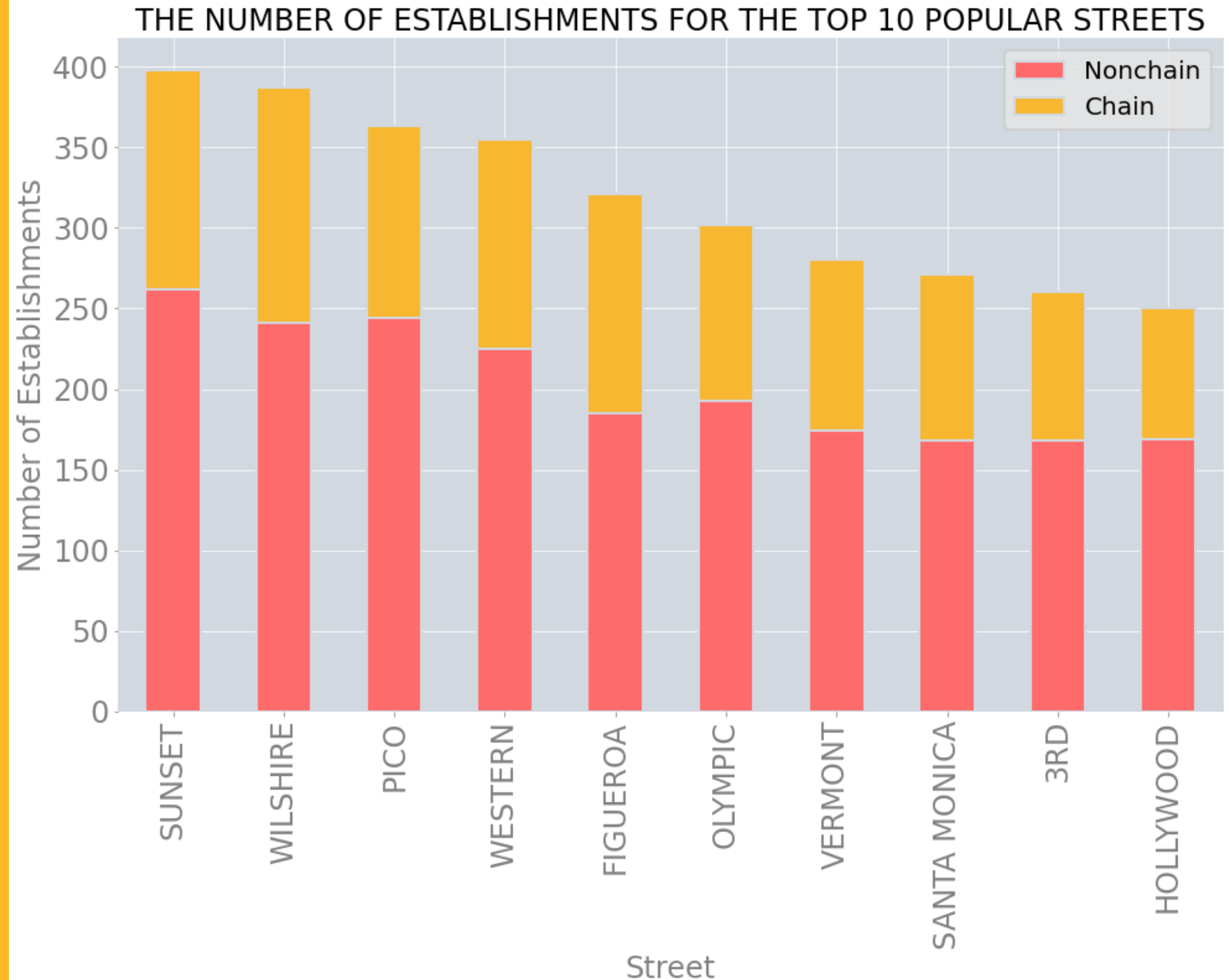
# Number of Seats by Establishment types

- On average, restaurants have the greatest number of seats. About the same number of seats spread to bars.
- The smallest number of seats for bakeries.



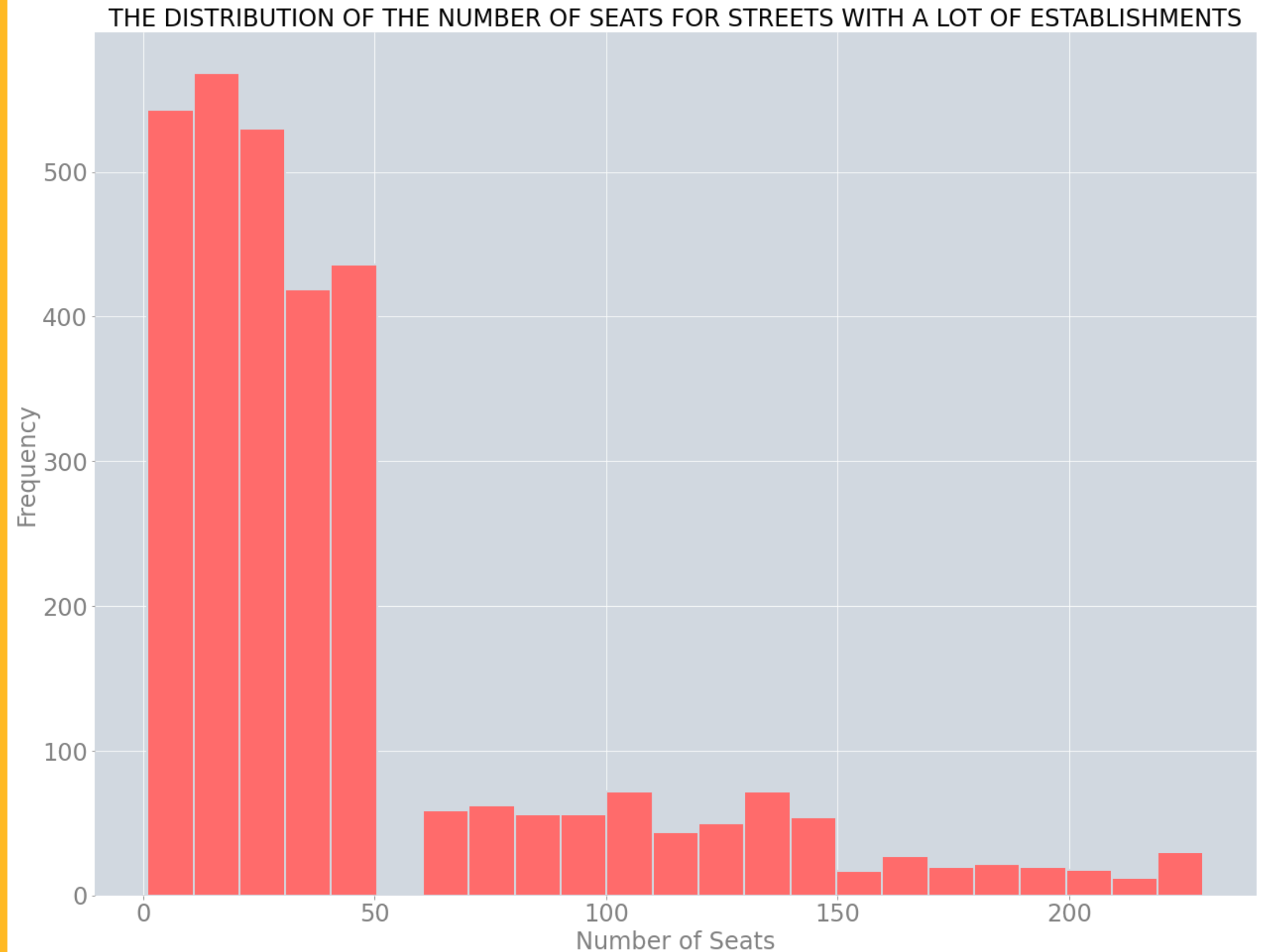
# Top 10 streets by number of Establishments

- On the 10 streets with the largest number of establishments, there are from 250 to almost 400 establishments.
- The share of chain establishments among them is approximately the same, about 40%. On Figueroa street, there are a little more chains.




# The distribution of seat number in establishments in the top 10 streets.

- More than 75% of establishments have less than 50 seats.
- About 5% of the establishments of the ten most popular streets have more than 150 seats.




# Recommendations

 FAST-FOOD ESTABLISHMENT WITH MANY (>50) SEATS ON LIVELY STREET.

 ROBOT-RUN ESTABLISHMENT MEANS THAT FOOD CAN BE COOKED AND DELIVERED FAST. TIME IS A SIGNIFICANT SUCCESS FACTOR FOR FAST-FOOD ESTABLISHMENTS.

 AMONG CHAINS FAST-FOOD ESTABLISHMENTS ARE ALSO POPULAR. THERE IS VIABLE CHANCE TO DEVELOPING THE RESTAURANT INTO A CHAIN.

 LOCATION WITH HIGH TRAFFIC WILL ALLOW US TO TEST THE CONCEPT - THERE IS ENOUGH CUSTOMERS EVEN WITHOUT A HUGE MARKETING BUDGET - WHETHER THE CONCEPT IS VIABLE OR NOT.