

# R2-D2 CAFE, LOS ANGELES

ANALYSIS OF FOOD AND BEVERAGE  
ESTABLISHMENTS IN LOS ANGELES

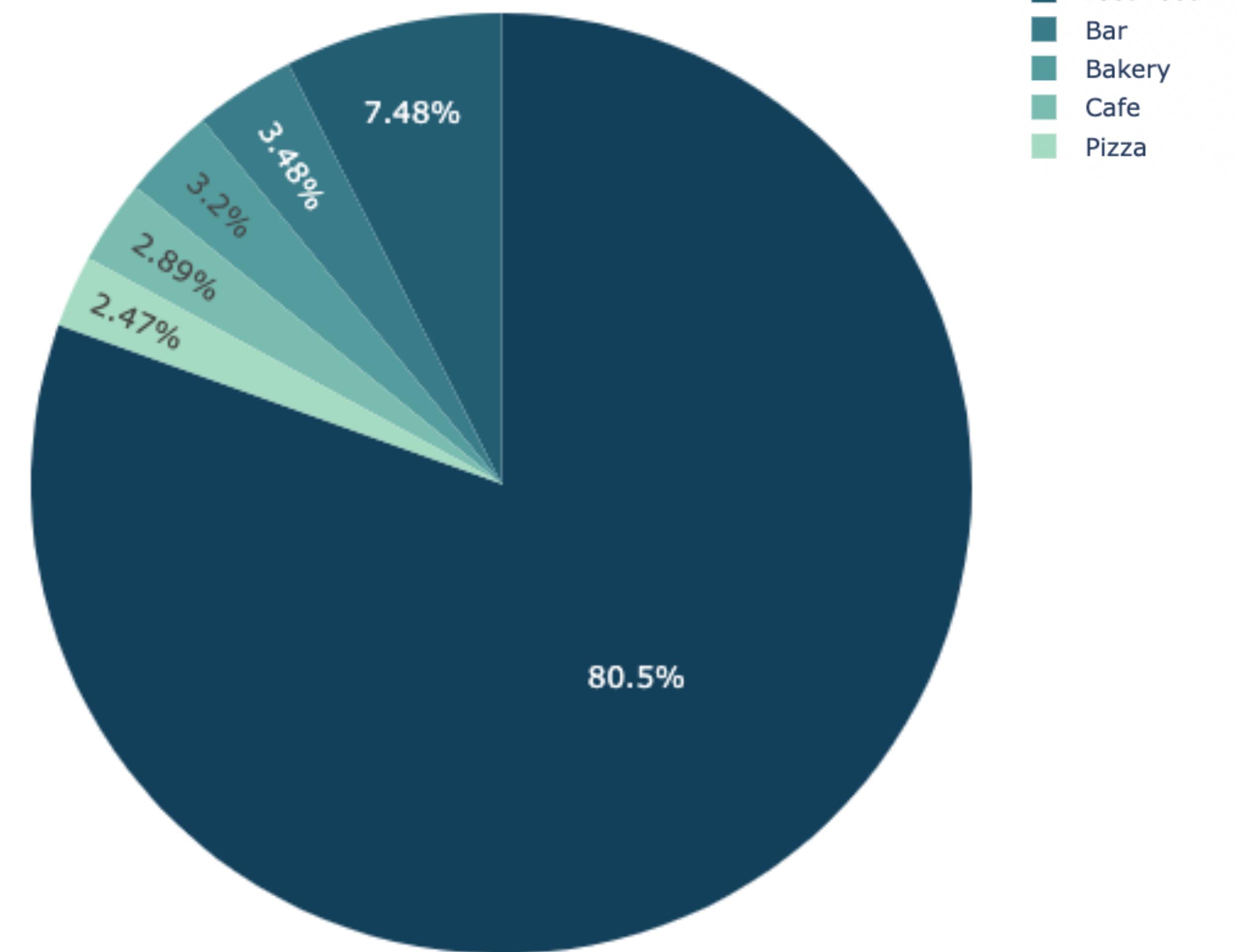
# GENERAL CONCLUSIONS

- RESTAURANTS ARE THE MOST COMMON FOOD AND BEVERAGE ESTABLISHMENT.
- MAJORITY OF BAKERIES AND CAFES HAVE ONLY 1 BRANCH, WHILE A SELECT FEW HAVE MORE THAN 2.
- MOST LOS ANGELES CAFES ARE NOT PART OF A CHAIN. HOWEVER, CAFE CHAINS HAVE MORE BRANCHES AND A LARGER SHARE OF THE MARKET.
- MOST OF CAFES AND BAKERIES CAN SEAT UP TO 50 CUSTOMERS AT A TIME.
- ON AVERAGE, CHAIN CAFES CAN SEAT MORE CUSTOMERS THAN INDEPENDENT CAFES.
- ONLY 23 STREETS (5%) HAVE MORE THAN 101 ESTABLISHMENTS AND THE NUMBER OF STREETS WITH ONLY ONE ESTABLISHMENT IS 164.
- 40 STREETS HAVE ONLY 1 CAFE, ONLY 1 OR 2 STREETS HAVE MORE THAN 8 CAFES.
- THERE ARE 96 STREETS WITH BOTH CAFES AND BAKERIES AND 113 STREETS WITH EITHER CAFES OR BAKERIES.
- CAFES ON HIGH DENSITY STREETS ARE MORE LIKELY TO HAVE UP 20 SEATS, THEN BETWEEN 20-40, AND SELECT FEW CAN SEAT MORE THAN 40 CUSTOMERS AT A TIME.
- CAFES HAVE THE HIGHEST AVERAGE NUMBER OF SEATS ON VERMON AND WESTEREN AVENUES AND WILSHIRE BLVD. HOWEVER, THEY USUALLY HAVE AN AVERAGE OF UP TO 20 SEATS.



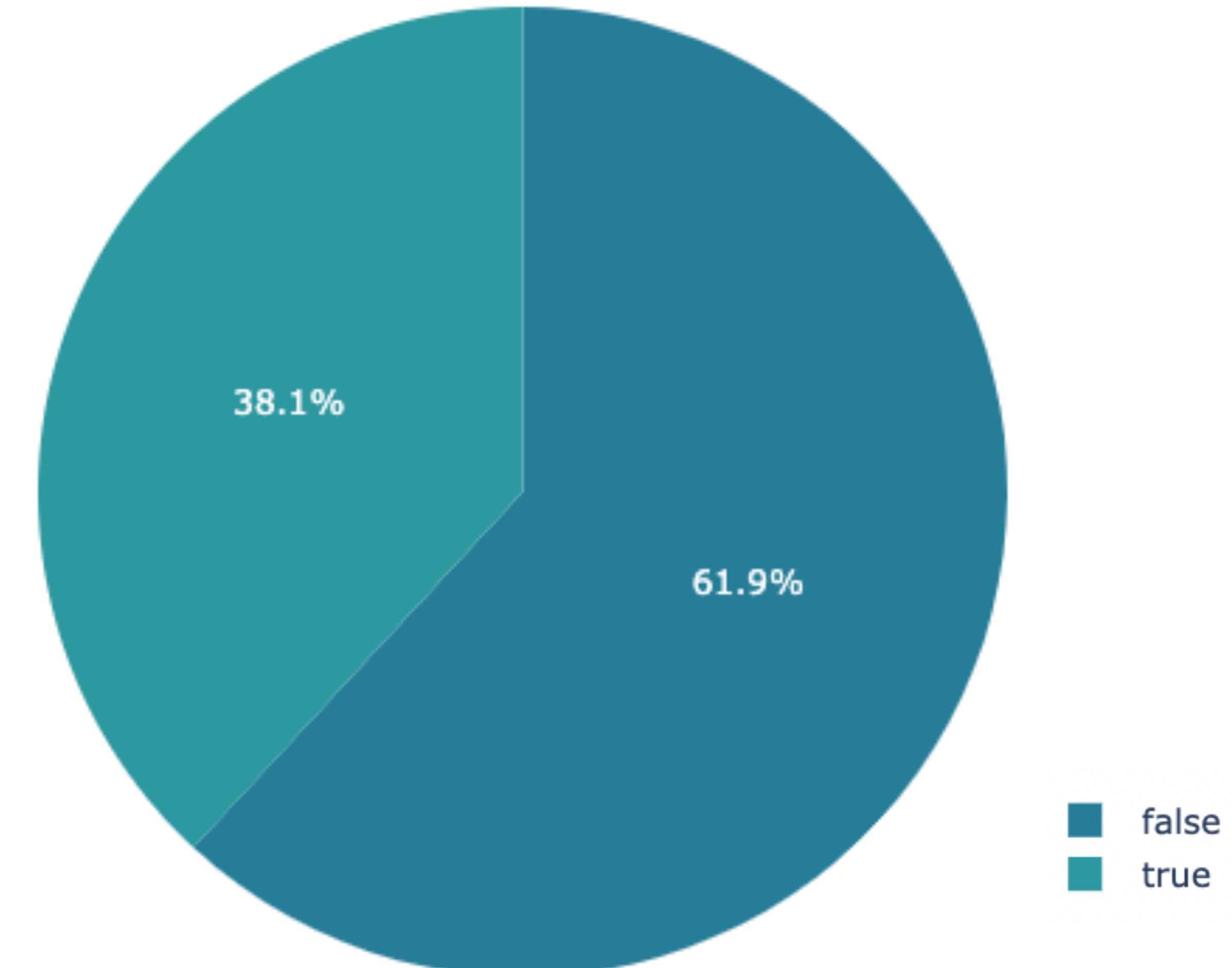
## FOOD AND BEVERAGE ESTABLISHMENTS MARKET SHARE

- THE MOST DOMINANT ESTABLISHMENT TYPE IS RESTAURANT, WHILE CAFES ARE THE SECOND LEAST DOMINANT (AFTER PIZZA PLACES).
- RESTAURANTS CONSIST OF MORE THAN 80% OF FOOD AND BEVERAGE ESTABLISHMENTS IN LOS ANGELES.
- CAFES CONSIST OF ONLY 2.9% OF FOOD AND BEVERAGE ESTABLISHMENTS.
- 80%-90% OF ALL FOOD AND BEVERAGE ESTABLISHMENTS, OF ALL TYPES AND SIZES, HAVE ONLY ONE BRANCH OPERATING IN LOS ANGELES.
- TOP 3 CAFE COMPANIES IN LOS ANGELES:
  1. STARBUCKS COFFEE COMPANY WITH 119 BRANCHES;
  2. THE COFFEE BEAN & TEA LEAF WITH 61 BRANCHES;
  3. BLUE BOTTLE COFFEE COMPANY WITH 9 BRANCHES.



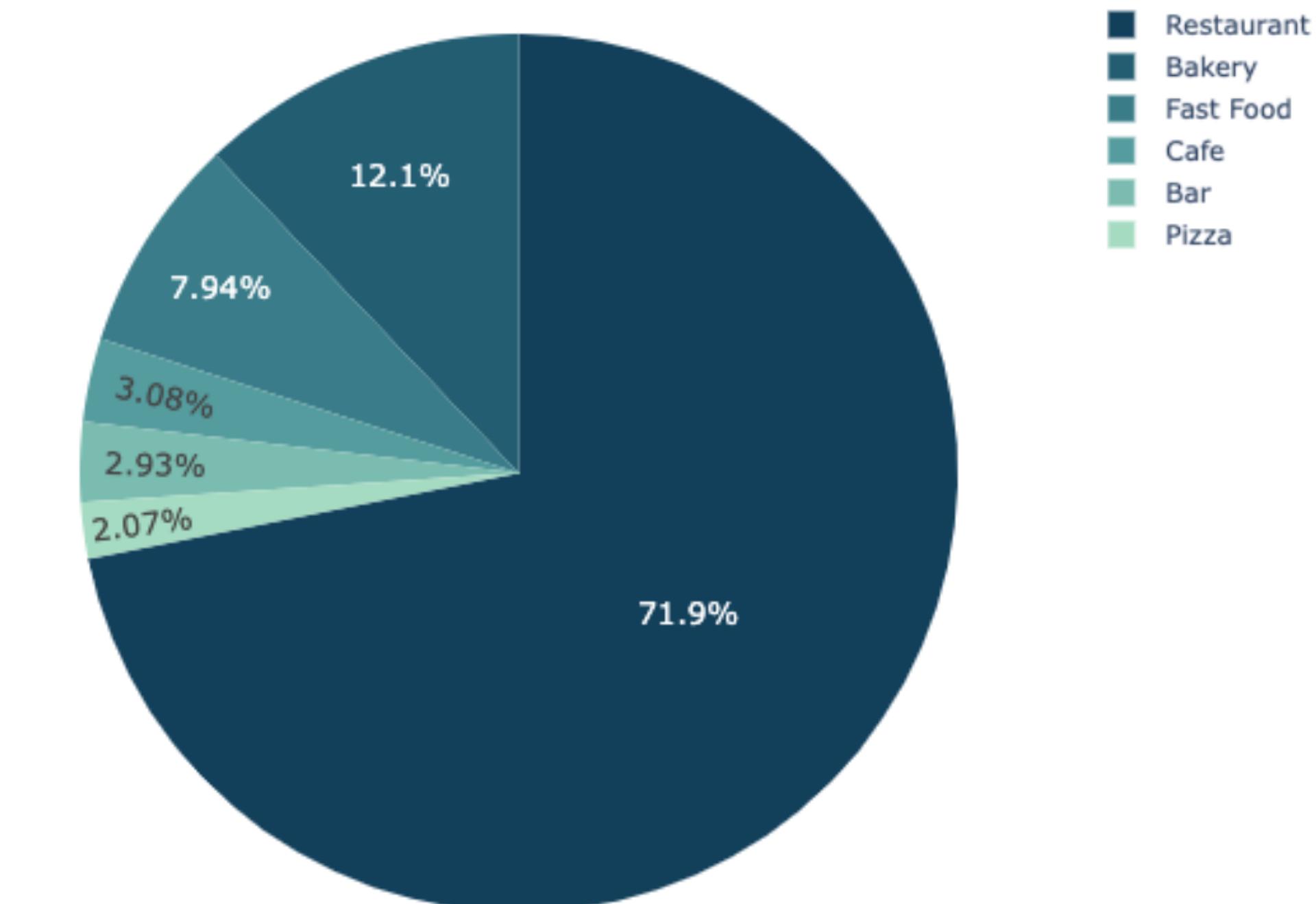
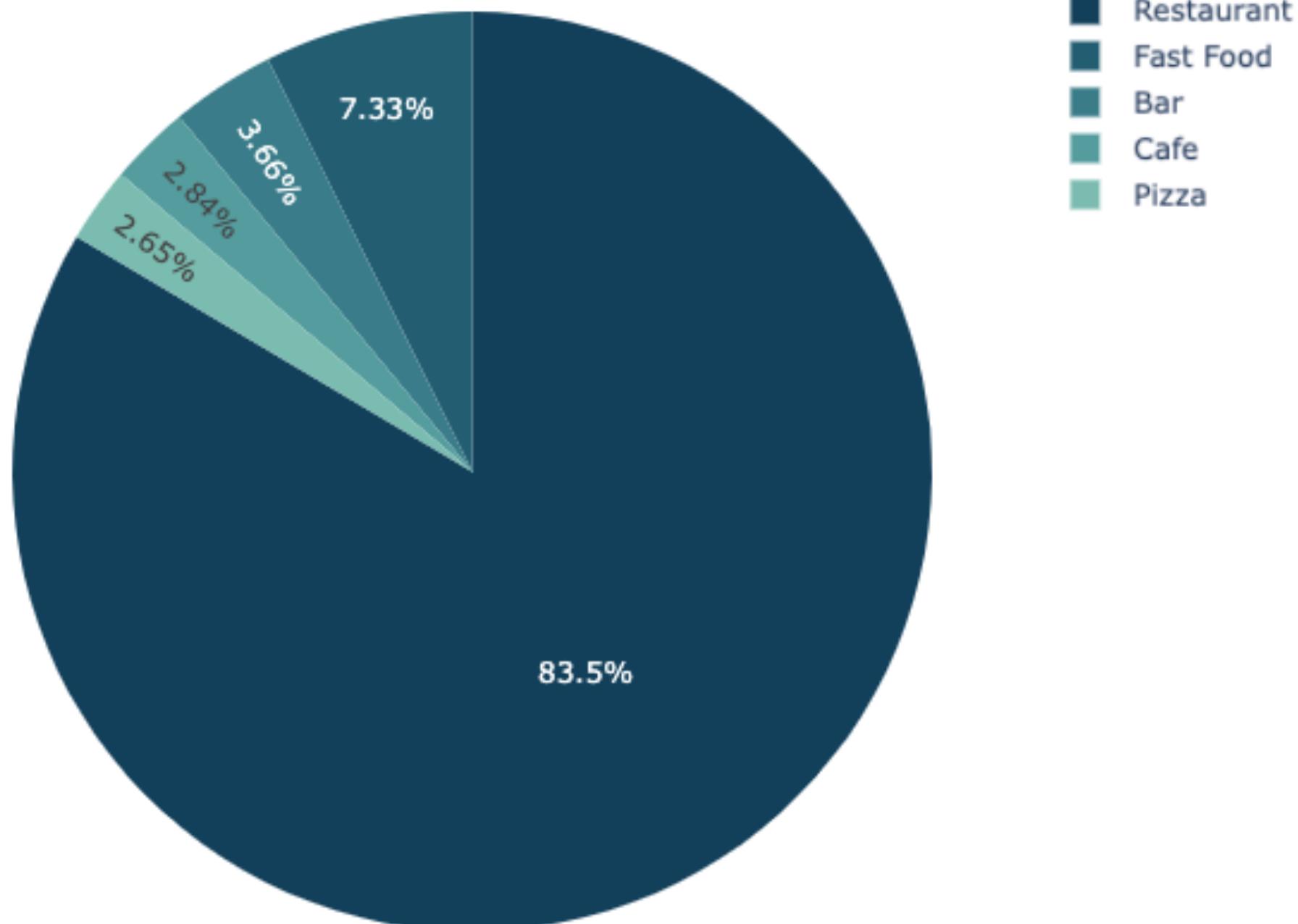
# FOOD AND BEVERAGE ESTABLISHMENTS: INDEPENDENT OR PART OF A CHAIN?

- OVERALL, FOOD AND BEVERAGE ESTABLISHMENTS IN LOS ANGELES ARE MORE LIKELY TO BE INDEPENDENT ESTABLISHMENTS AND NOT PART OF A CHAIN.
- LESS THAN 40% OF FOOD AND BEVERAGE ESTABLISHMENTS IN LOS ANGELES ARE PART OF A CHAIN.



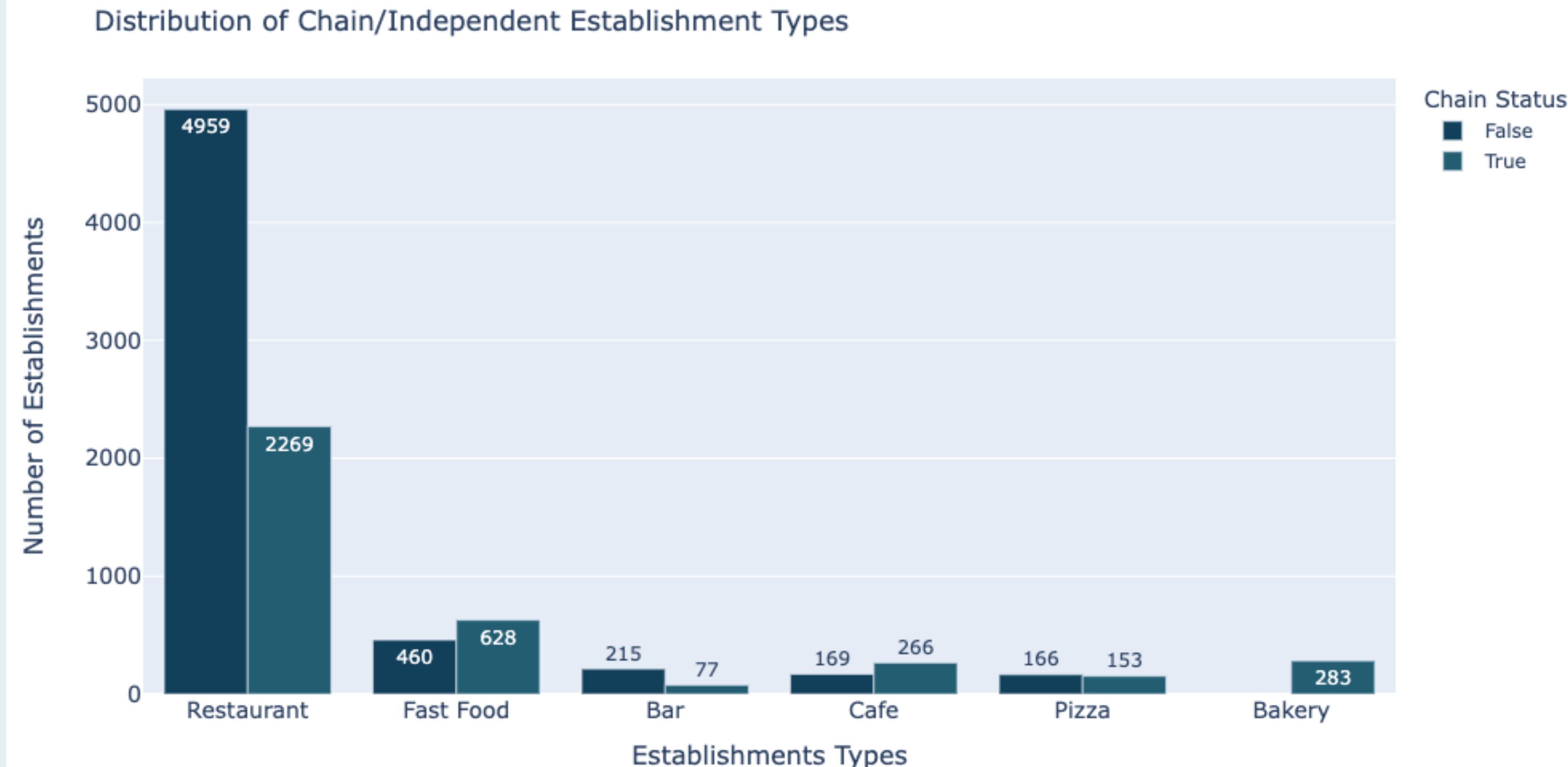
## MARKET SHARE OF INDEPENDENT/CHAIN FOOD AND BEVERAGE ESTABLISHMENTS PER TYPE

- THE LION'S SHARE OF RESTAURANTS IN LOS ANGELES ARE NOT PART OF A CHAIN, THEIR SHARE IS LARGER THAN THAT OF RESTAURANTS THAT ARE.
- INDEPENDENT BAKERIES HAVE ZERO MARKET SHARE.
- THE MARKET SHARE OF CAFES THAT ARE PART OF A CHAIN IS GREATER THAN THAT OF INDEPENDENT ONES - 2.84% INDEPENDENT TO 3.08% CHAIN.



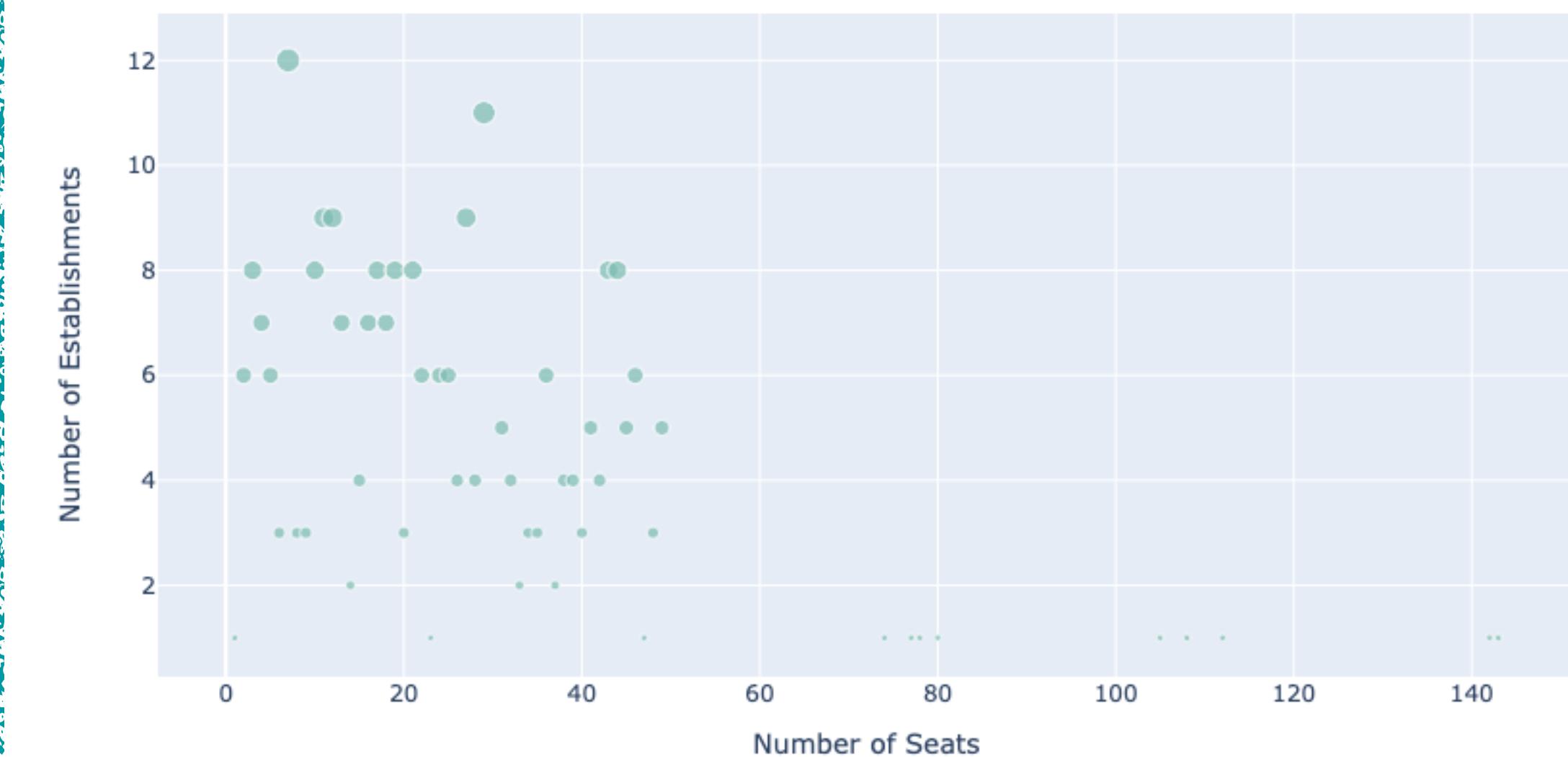
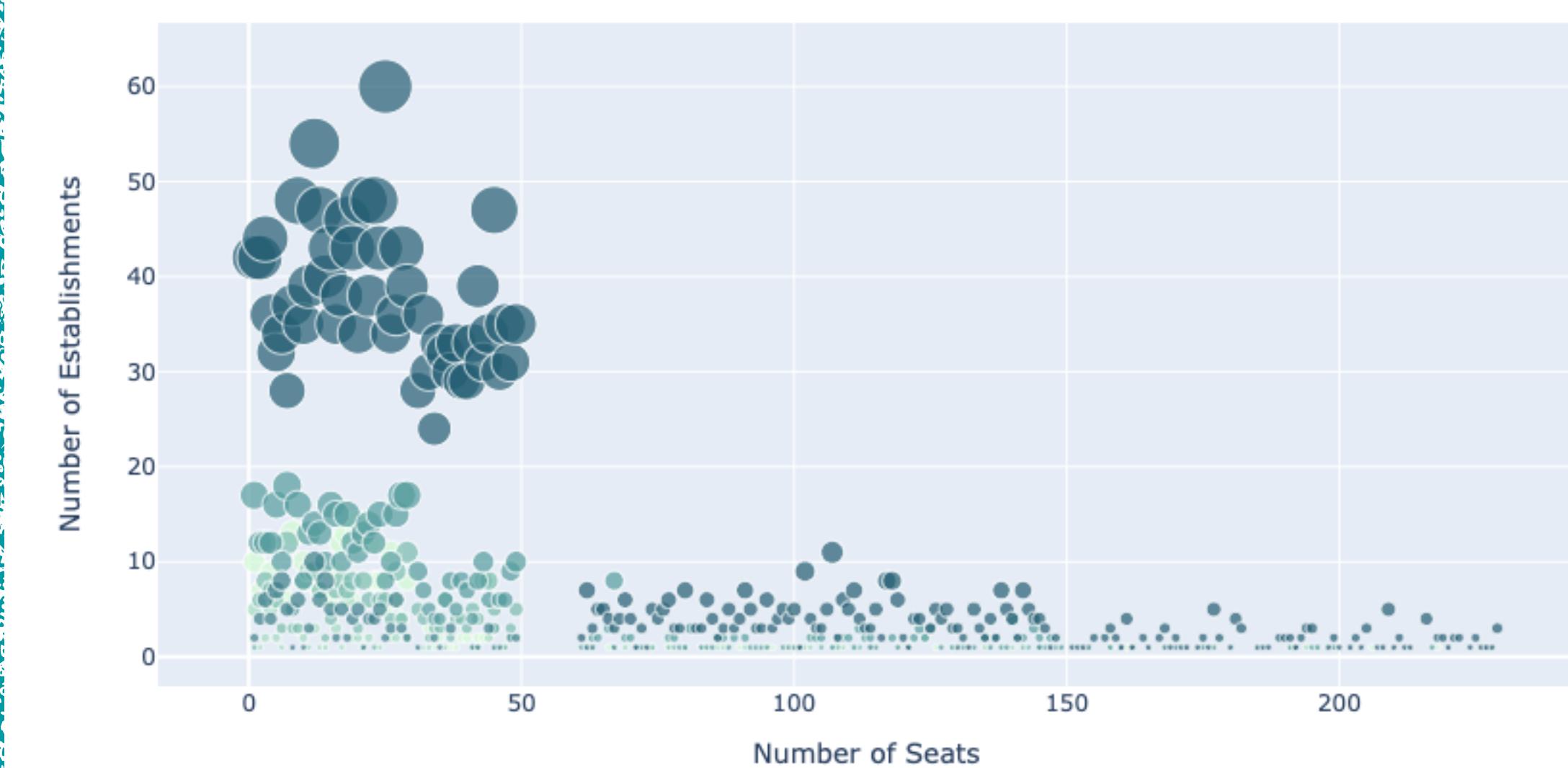
# NUMBER OF CHAIN/INDEPENDENT FOOD AND BEVERAGE ESTABLISHMENTS TYPES

- THE MAJORITY OF BOTH CHAIN AND INDEPENDENT FOOD AND BEVERAGE ESTABLISHMENTS ARE RESTAURANTS.
- APPROXIMATELY TWO THIRDS OF RESTAURANTS ARE INDEPENDENT.
- HOWEVER, FAST FOOD COMPANIES ARE MORE PROMINENT AS PART OF A CHAIN.
- IN LOS ANGELES, CAFES ARE MORE LIKELY TO BE PART OF A CHAIN.
- BAKERIES ARE USUALLY PART OF A CHAIN.



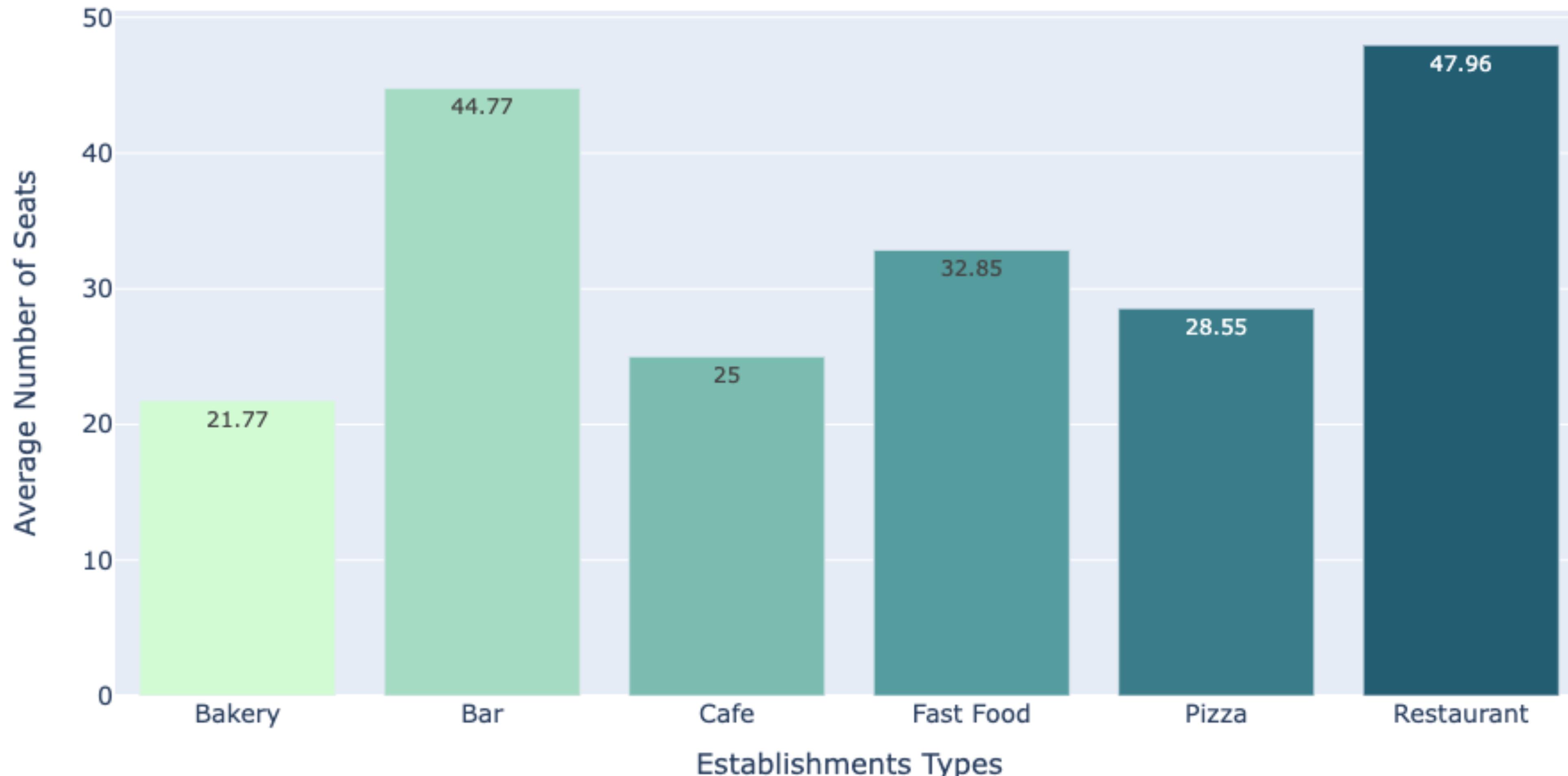
# CHAIN FOOD AND BEVERAGE ESTABLISHMENTS CHARACTERIZATIONS

- THE LION'S SHARE OF CHAIN FOOD AND BEVERAGE ESTABLISHMENTS CAN SEAT NO MORE THAN 50 CUSTOMERS AT A TIME.
- RESTAURANTS, MORE THAN ANY OTHER ESTABLISHMENT TYPE, CAN SEAT UP TO 229 CUSTOMERS AT ONCE.
- OUT OF 226 CHAIN CAFES, ONLY 5 CAFES CAN SEAT MORE THAN 100 CUSTOMERS, BUT NO MORE THAN 143, AND 4 CAFES CAN SEAT BETWEEN 50-80 CUSTOMERS.
- ALL OTHER CAFES CAN SEAT NO MORE THAN 50 CUSTOMERS.

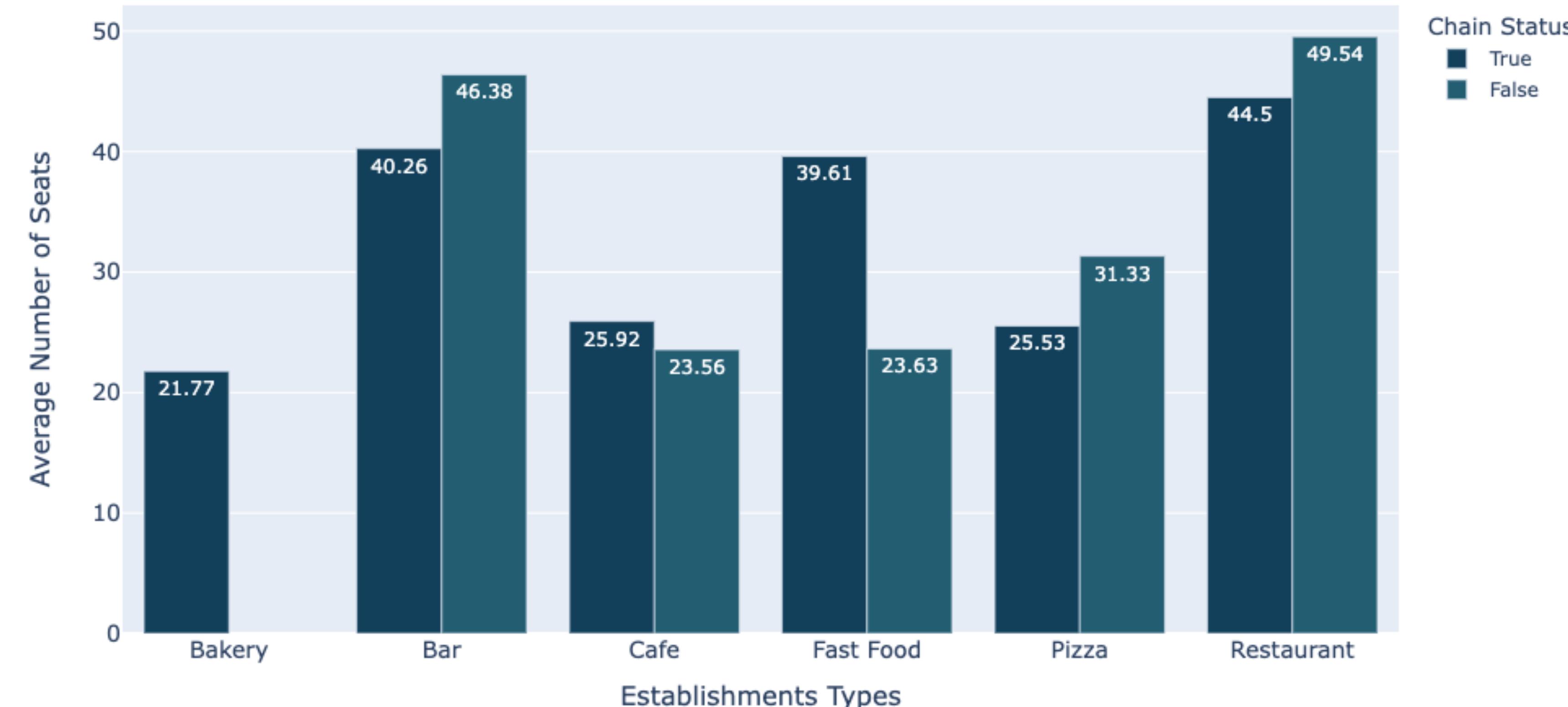


## AVERAGE NUMBER OF SEATS PER FOOD AND BEVERAGE ESTABLISHMENT TYPE

- RESTAURANTS AND BARS CAN SEAT THE HIGHEST AVERAGE NUMBER OF CUSTOMERS PER ESTABLISHMENT.
- CAFES IN LOS ANGELES CAN SEAT, ON AVERAGE, 25 CUSTOMERS AT A TIME.
- BAKERIES CAN SEAT, ON AVERAGE, THE LEAST AMOUNT OF CUSTOMERS AT A TIME.

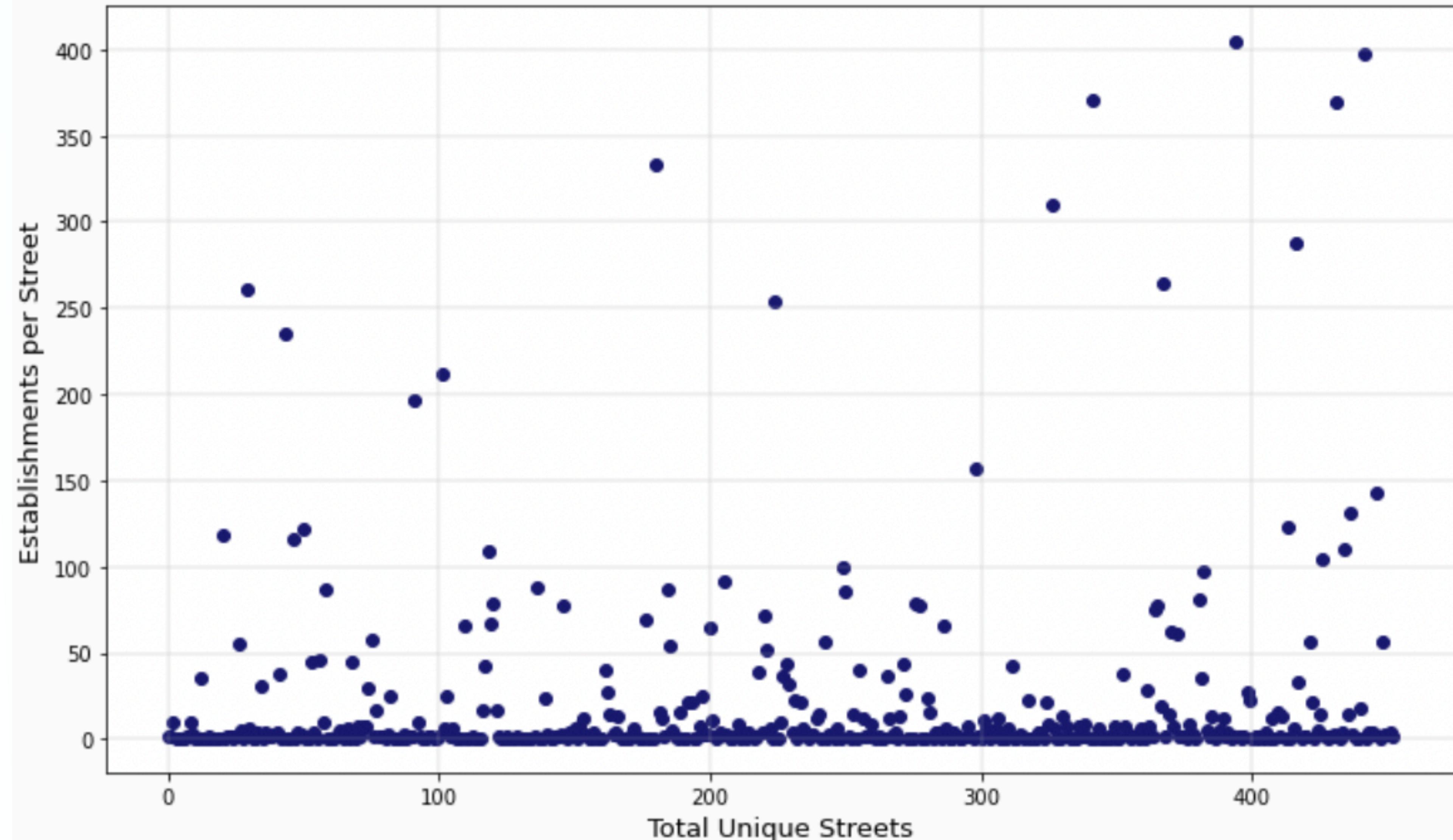


## AVERAGE NUMBER OF SEATS FOR CHAIN/INDEPENDENT PER ESTABLISHMENT TYPE



- RESTAURANTS, BARS AND PIZZA PLACES THAT ARE INDEPENDENT CAN SEAT, ON AVERAGE, MORE CUSTOMERS THAN CHAIN ESTABLISHMENTS.
- CHAIN FAST FOOD BRANCHES CAN SEAT, ON AVERAGE, 16 MORE CUSTOMERS THAN INDEPENDENT ONES.
- CHAIN AND INDEPENDENT CAFES CAN SEAT APPROXIMATELY THE SAME AMOUNT OF CUSTOMERS AT A TIME.

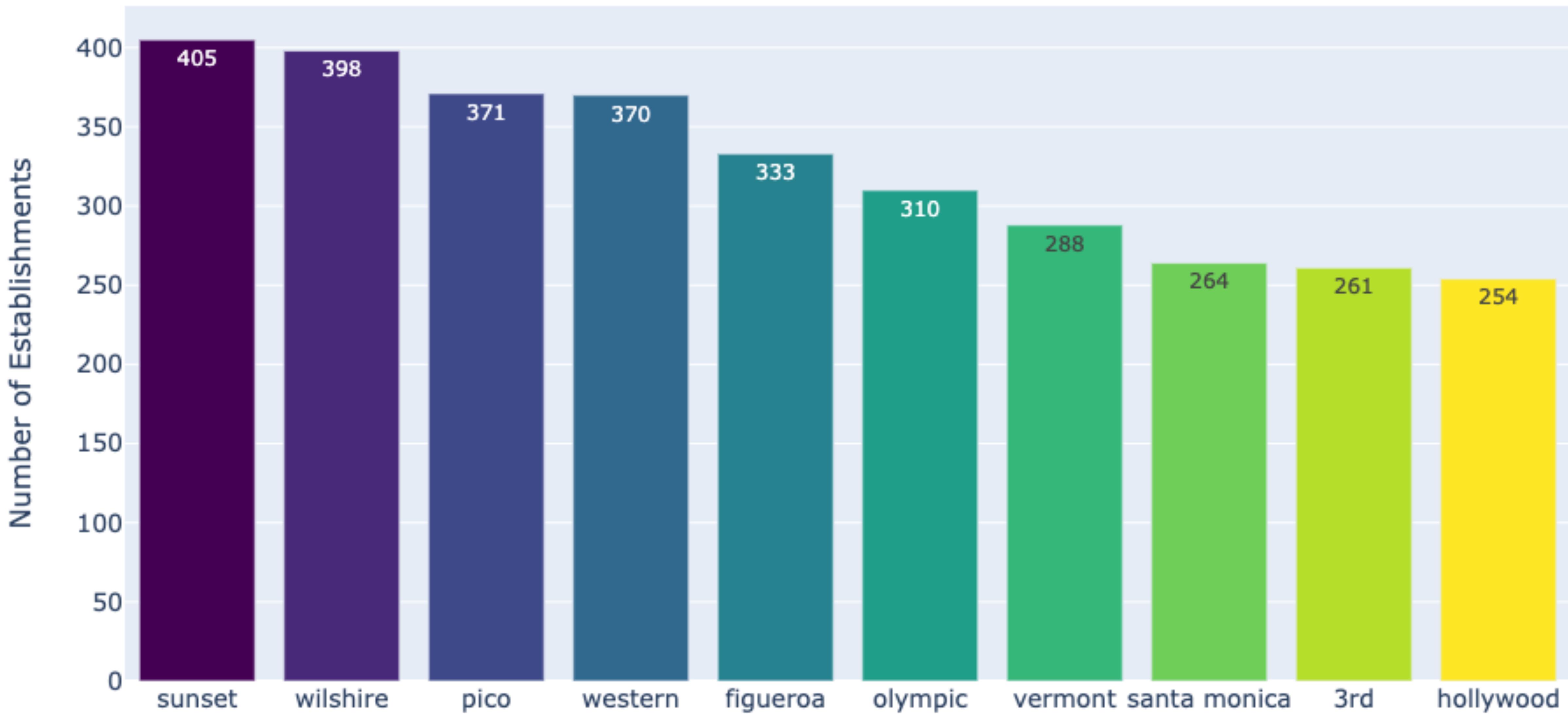
# DISTRIBUTION OF FOOD AND BEVERAGE ESTABLISHMENTS PER STREET



**MOST STREETS HAVE NO MORE THAN 50 FOOD AND BEVERAGE ESTABLISHMENTS.**

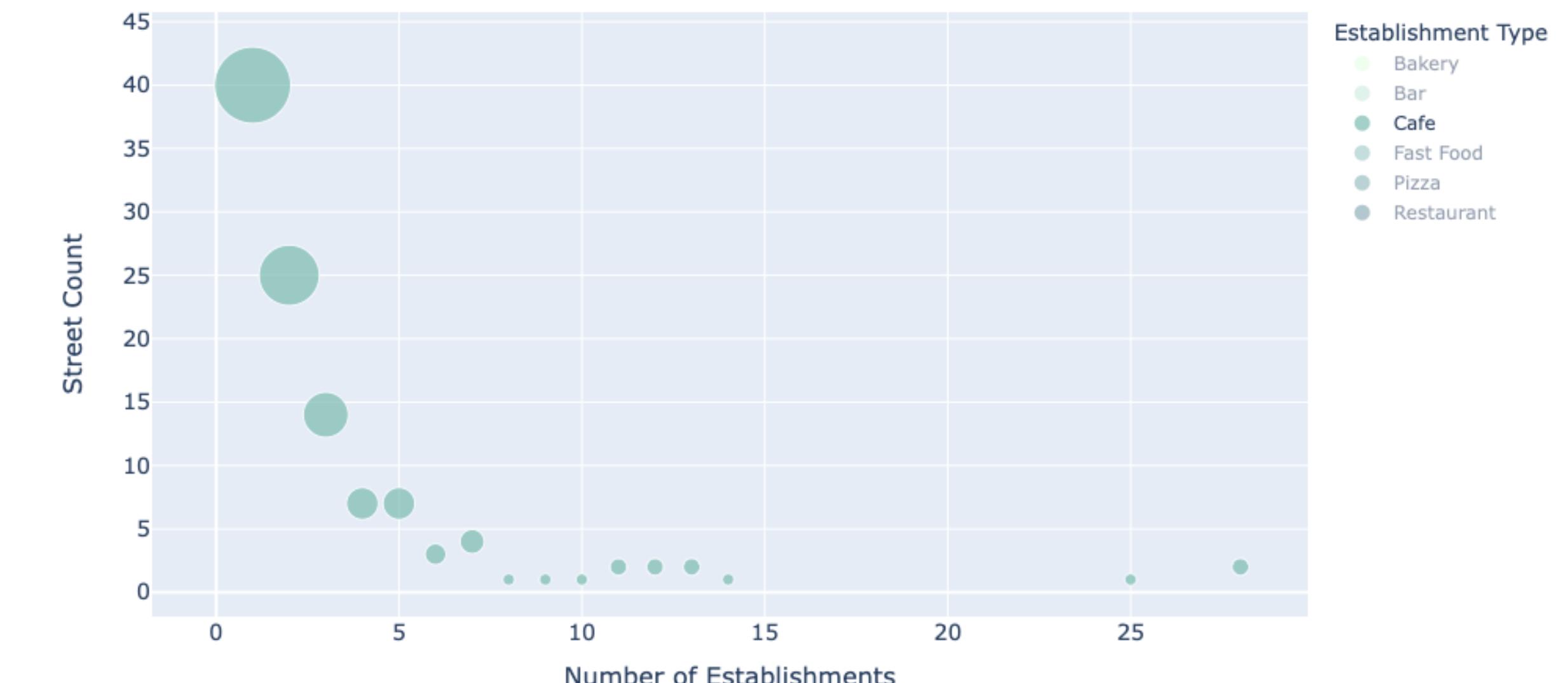
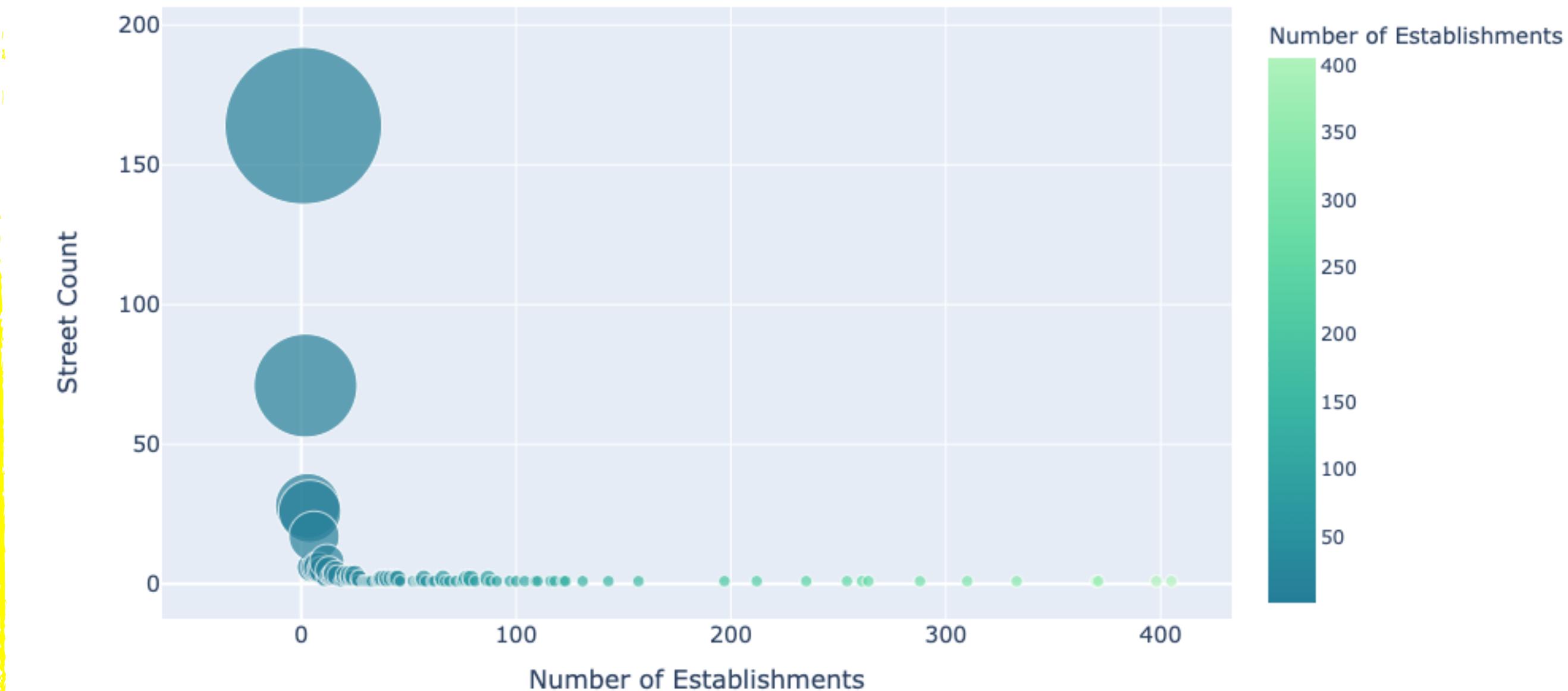
**ONLY 5 % OF STREETS HAVE MORE THAN 100 ESTABLISHMENTS.**

# TEN STREETS WITH THE HIGHEST NUMBER OF FOOD AND BEVERAGE ESTABLISHMENTS

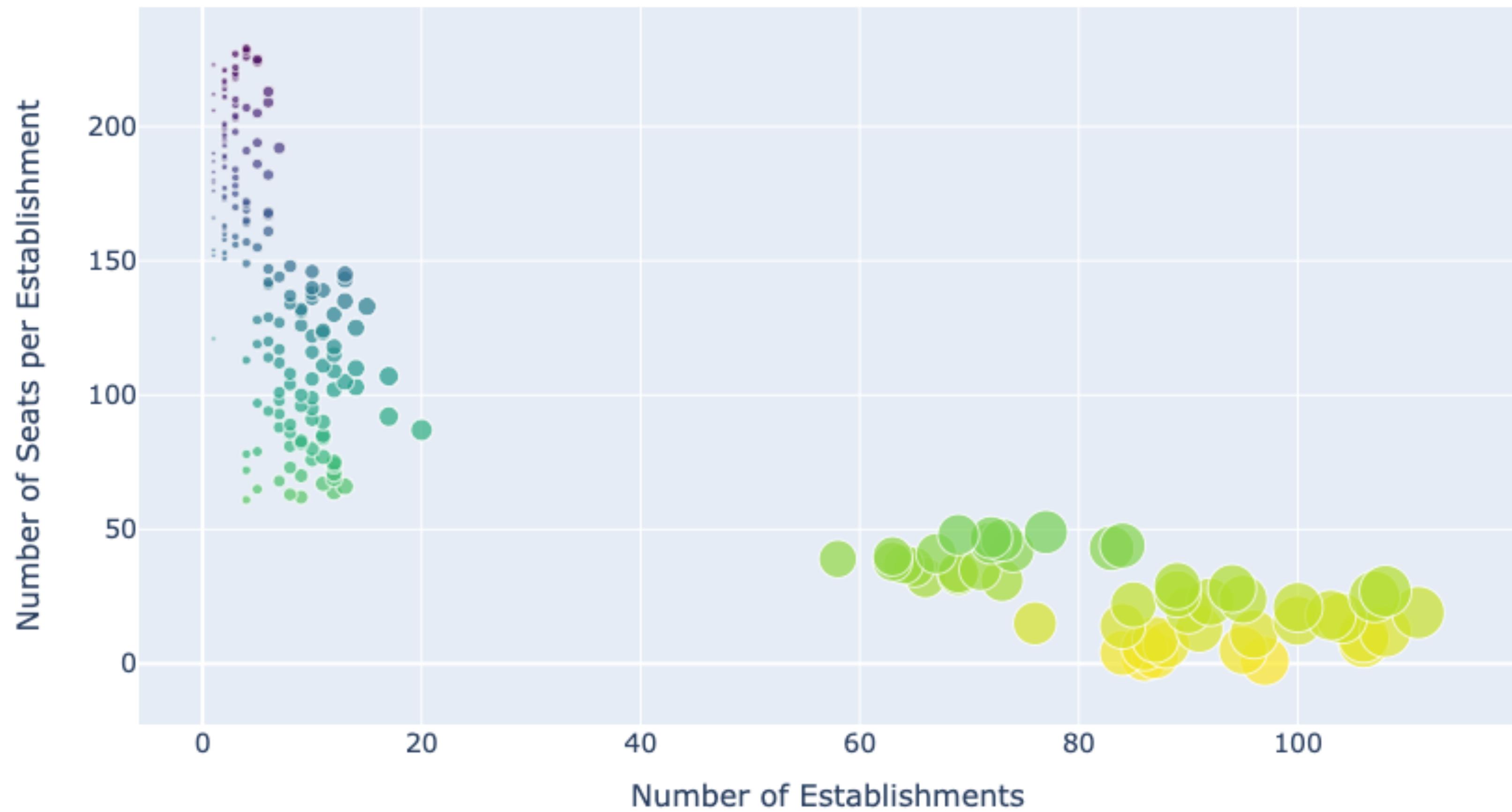


# FOOD AND BEVERAGE ESTABLISHMENTS PER STREET

- 164 STREETS HAVE ONLY ONE FOOD AND BEVERAGE ESTABLISHMENT.
- 40 STREETS HAVE ONLY ONE CAFE.
- 25 STREETS WITH TWO CAFES.
- THERE ARE 96 STREETS WITH BOTH CAFES AND BAKERIES AND 113 STREETS WITH EITHER CAFES OR BAKERIES.
- 71 STREETS WITH TWO ESTABLISHMENTS.



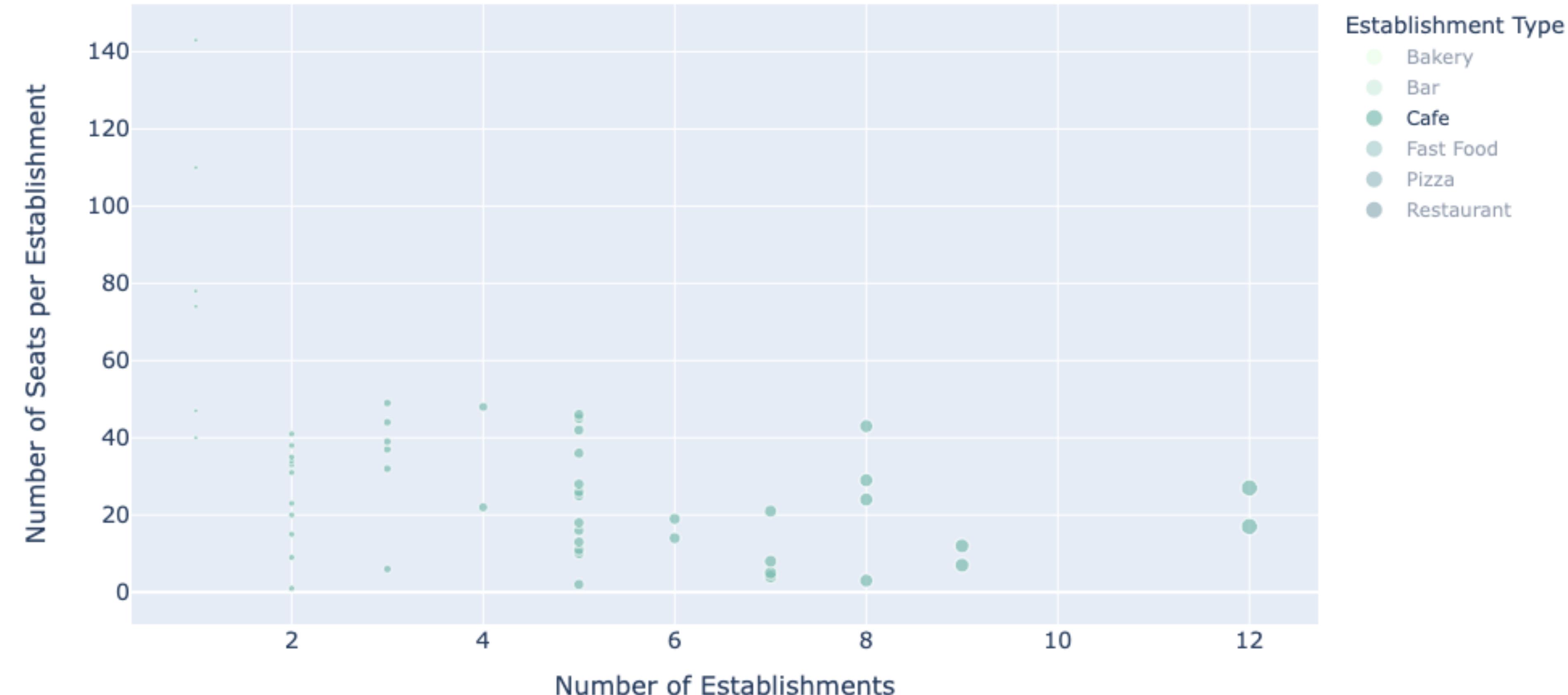
## SEATS PER ESTABLISHMENT IN STREETS WITH MORE THAN 101 ESTABLISHMENTS



- **MOST ESTABLISHMENTS ON HIGH DENSITY STREET CAN SEAT A MAXIMUM OF APPROX. 50 CUSTOMERS.**
- **FEW FOOD AND BEVERAGE ESTABLISHMENTS CAN SEAT 50-150 CUSTOMERS.**
- **VERY FEW ESTABLISHMENTS CAN SEAT MORE THAN 150 CUSTOMERS AND UP TO 229.**

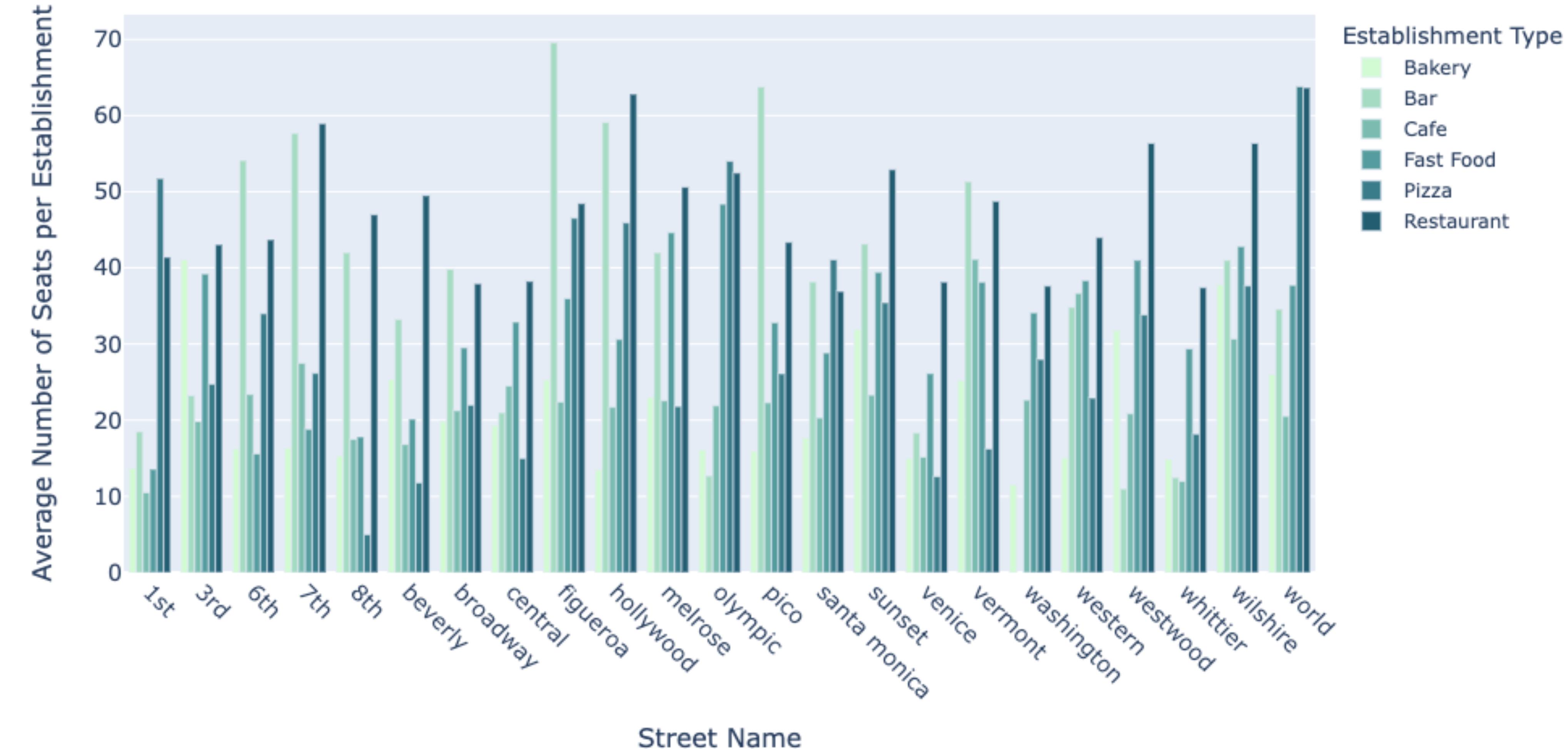
## SEATS PER CAFE IN STREETS WITH MORE THAN 101 ESTABLISHMENTS

- MOST CAFES CAN SEAT UP TO 20 CUSTOMERS AT A TIME.
- FEWER CAFES CAN SEAT BETWEEN 20-40 CUSTOMERS.
- A HANDFUL OF CAFES CAN SEAT MORE THAN 40 CUSTOMERS.



# AVERAGE NUMBER OF SEATS PER ESTABLISHMENT IN STREETS WITH MORE THAN 101 ESTABLISHMENTS

- 23 STREETS HAVE MORE THAN 100 FOOD AND BEVERAGE ESTABLISHMENTS.
- BARS HAVE THE OVERALL HIGHEST AVERAGE NUMBER OF SEATS - AN AVERAGE OF 69 SEATS ON FIGUEROA ST.
- RESTAURANTS HAVE THE HIGHEST AVERAGE NUMBER OF SEATS ON THE HIGHEST NUMBER OF STREETS.

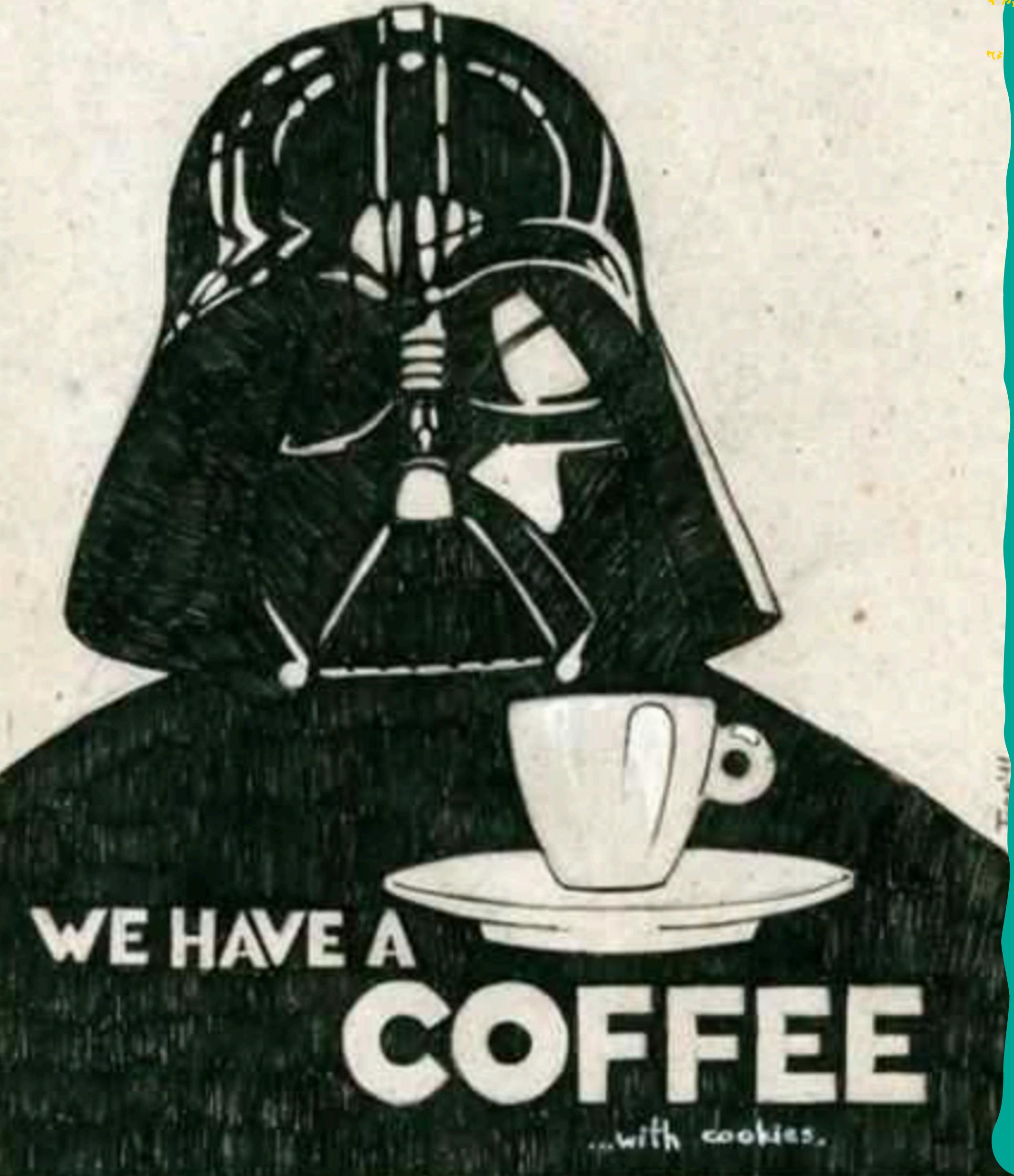


## AVERAGE NUMBER OF SEATS IN CAFES IN STREETS WITH MORE THAN 101 ESTABLISHMENTS

- OUT OF 23 STREETS WITH MORE THAN 101 ESTABLISHMENTS, 18 STREETS HAVE CAFES THAT CAN SEAT, ON AVERAGE, 20 OR MORE CUSTOMERS.
- CAFES ON VERMONT AVE, WESTERN AVE, WILSHIRE BLVD AND 7TH ST HAVE THE HIGHEST AVERAGE OF SEATS.
- CAFES ON VERMONT AVE AND WESTERN AVE CAN SEAT, ON AVERAGE, 41 AND 36 CUSTOMERS, RESPECTIVELY.



COME TO THE  
**DARKSIDE**



**R2-D2, IT IS YOU, IT IS YOU!**

- OUR ROBOTS RAN CAFES SHOULD BE PART OF A CHAIN.
- CHAIN CAFES ARE LESS COMMON IN LOS ANGELES AND HAVE A GREATER SHARE OF THE MARKET THAN INDEPENDENT CAFE.
- WE SHOULD OPEN 3-4 BRANCHES SIMULTANEOUSLY, WITH AN OPTION TO OPEN A FEW MORE WHEN BUSINESS PICKS UP.
- WE SHOULD OPEN OUR CAFES ON MEDIUM-HIGH DENSITY STREETS THAT HAVE A LOT OF TRAFFIC.
- OUR BRANCHES SHOULD BE IN AREAS WHERE THERE ARE EITHER FEW CAFES OR CAFES THAT HAVE A LOW AVERAGE OF SEATS.
- OUR BRANCHES SHOULD HAVE BETWEEN 20-25 SEATS.