Case study – a Design Thinking Approach

INTRODUCTION

* This case study is based on a fast food shop which is in Bangalore. He has run his fast food shop for likely 5 months and faces loss at the end.
* We have to analyse how his shop was doing through out the months on the given data.
* We have to find the all specific reasons like why his shop is facing losses drastically and come up with the solution.

CASE STUDY PROBLEM

1. A man has took a shop in Rent near BTM Layout, Bangalore, not in the main road but as a local shop. The rent of the shop is 14000 per month. The man took the shop to sell fast food like - Biryani, Maggie, Egg Bhujia, Omlets, Chicken Kabab etc.
2. In the first 3 months he make a profit of around 100000, with a sales of around 300000.
3. In the 1st month he was selling veg food also, but he stopped after the 2nd month as it stock was not getting out.
4. After 4 – 5 months down the line the man is making a huge loss in his investment. He has a due of 2 months to pay the rent.
5. The sale has drastically gone down and he is thinking to close the shop.
6. The Man is very lazy in working hard and also very poor in any other investment.

SUMMARY

A man has opened his Fast food stall near BTM Layout Bangalore, as it is not on the main road.This place is near to a Garden where most of visitor comes daily but a lot more on the weekends and also near this shop there is Coaching classes too,On that street there are few fast food shop also there like 2-3

This place has good numbers of people visiting frequently so there is good chance of making his business grow

ABOUT THE SHOP

* infrastructure

The shop has a 2 compartment one for customers and one for kitchen purpose . he also applied the banner board for the shop name on the front wall

The infrastructure is also quite good as it has few lightings and fans and it’s a non AC shop also has separate washroom

The walls are also designed like they have applied photo frames which a picture of a fast food

As a conclusion the shop look quite good and attractive for the customer.

MENU

The shop has menu of both veg and non veg such as: Maggie, samosa ,vadapaav,idli shambhar, egg bhurji, chicken kabab, omellete bread, chicken-65 etc.

STAFF

The shop has total 3 staff members working there out which 2 working as a cook and 1 as a cleaners and serving the customers

BILLS

The shopkeeper pays a Rs. 14000/- as a rent of the shop and he also pays his staff and utility bills

DESCRIPTION OF SHOP PERFORMANCE

The shop has both menu veg as well as non veg . which is also a food liked by many people

He started his shop in the month of the march where he was doing well in his business as people liked his food taste and price

The most visitors was the students who come after the coaching classes and others people too

Due to the convenient price people liked comimg at his shop and the taste was also good nd liked by people

First three months performance

As it was the beginning they worked hard on their shop nd making sure that people enjoy their food due to this shop started doing better but in the second month veg food saw some decline over selling as the stock was not getting out which made little loss .

Between of these he increased the prices of the item

Therefore he stopped selling veg food and continue with non veg

Between of these he increased the prices of the item

The sales was about 300000

The profit was about 100000

In the last 4-5 months shop has saw the drastic surge of losses nd the sales started getting down quickly which made him a huge loss and also was unable to pay the rents for last 2 months

Therefore he decided to close the shop .

ANALYSIS

Reasons why the shop has started facing loss

* hard work : Due to the lack of consistence hard work he faced a loss in this business
* decline of customer : the taste of the food have gone missing after few months which make customers to visit very less
* competitors : the other shop had a good knowledge of advertisements and skills to attract people to their shop and their facility was well then his shop
* lack of novelty : the owner did not introduced new items and promotion become the reason that the customers lose their interest in the shop.
* inefficient services : due to the less number of member working their that made the people wait more, which can become the reason for slow service
* inaccurate pricing : As the owner increased the price of the foods that made a customer come less
* managements : the owner was too lazy to enhance the customer experience and add a new exciting and attractive things too the shop and did not add any new food item to his menu
* employee morale : unhappy staff can also impact the service quality
* inadequate marketing : the owner not efficiently promoted the shop which come out as a lower awareness among the people

SOLUTION OF THE PROBLEMS

1. COMPETITORS : The owner should first learn the patterns and methods of his competitors and find a way that what he can do something different then them that make his shop unique.
2. MARKETING : The owner should focus on promoting his shop a little more which attract people, example: owner should focus on trending things running on internet and apply that to his shop like painting the wall with anime characters which surely attracts students more
3. DIGITAL MARKETING: Owner should build his online account of his shop and start marketing through Facebook, Instagram etc
4. DIVERSIFY ITEMS : Owner should introduce new trendy food in his menu which will attact customers
5. CUSTOMER EXPERIENCE: The owner should ensure that customers are happy with their service and make sure that the shop is clean and more hygienic.
6. STOCKS : Owner should monitor the stock levels and avoid overstocking which may lead
7. FEEDBACKS AND ADAPTATIONS : Focus on the customers feedbacks and work on that . do not avoid these things.
8. TARGET CUSTOMERS : owner should know which type of customers are the most visitors and add items according to that.

THANK YOU