

# Maya

Anand Potukuchi

# Restaurant Concept

## Restaurant Name & URL

*Give the name of your restaurant, as well as the URL. It's OK if the URL is already taken.*

*Maya (maya.in)*

*Meaning: Māyā means "illusion or magic" (Sanskrit)*

## Food & drink

Maya offers sophisticated and exquisite Indian culinary delights from across the country, delivering a fine dining experience.

A sampling of our dishes from each of the 28 states of India:

Panasa Pottu Koora, Andhra Pradesh

Dung Po, Arunachal Pradesh

Tengaa Maach, Assam

Litti Chokha, Bihar

Dehlori, Chhattisgarh

Goan Prawn Curry, Goa

Mohanthali, Gujarat

Bajre Ki Khichdi, Haryana

Madra, Himachal Pradesh

Dhuska, Jharkhand

Akki Roti, Karnataka

Chilli Beef Fry, Kerala

Bhutte Ki Kees, Madhya Pradesh

Misal Pav, Maharashtra

Iromba, Manipur

Jadoh, Meghalaya

Misa Mach Poora, Mizoram

Bamboo Shoot Fry, Nagaland

Ras Malai, Odisha

Butter Chicken, Punjab

Safed Maas, Rajasthan

Momos, Sikkim

Chicken Chettinad, Tamil Nadu

Hyderabadi Biryani, Telangana

Chakhwi, Tripura

Galouti Kebab, Uttar Pradesh

Chainsoo, Uttarakhand

Doi Maach, West Bengal

## Location

Amaya is situated in Colaba, Mumbai

## Main target audience

The target audience is gentry looking for a once in a lifetime dining experience

**Cost**

\$\$\$ - Upscale

**Elevator pitch**

*Write an elevator pitch for your restaurant. An elevator pitch should be short and to the point. 280 characters is a good length to aim for.*

India is a diverse country with diverse cuisines. Maya brings dishes from all over the country and serves a classy upscale crowd. And shall be located in Colaba, South Mumbai. This is the right time to open the restaurant because of rising interests in interstate cuisine.

# Strategy

## Target Audience

The website/app will focus on the following target audiences:

**Roles** (groups of people with similar goals)

- Personal assistant (who places the order)
- Business executives (placing order for business owner)
- Couple ( Making reservations for themselves or for family)

### Demographics

- **Gender** - Both men and women
- **Education** - College educated
- **Occupations** - Personal secretaries, couples, business executives, business owners
- **Age** - Mid 30s to Mid 50s
- **Location** - Suburbs

**Psychographics** (personality, values, attitudes, interests, lifestyles)

- **Personality & Attitudes:**
  - Formal
  - Gentrified
- **Values:**
  - Conservative
- **Lifestyles:**
  - Family
  - Plays golf, polo

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## User Personas

### **Swati Kodali (29) - Personal Assistant**

- Personal Assistant to the CEO of HCL Constructions
- Goes on casual dates
- Goes bowling on the weekends

### **Ramaswamy Muthuswamy (40) - Business Owner**

- Owns a Jewellery store chain
- Enjoys wine tasting with co-workers on the weekends
- In a long-term relationship.

### **Ranjitha Prasanna (46) - Business Owner**

- Runs a genetics startup
- Has a Master's in Business Administration
- Enjoys spending time with family on the weekends
- Married for 22 years, mother of two.

# Strategy

## User Needs

The website needs to enable the user to:

- Schedule reservation weeks in advance
- Book a reservation
- Contact the restaurant for queries/ issues

## Client Needs

The website needs to enable the client to:

- To provide details of the restaurant
- Provide the menu
- Appear simple and clear, yet, feel professional and sophisticated
- Communicate upscale