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# *Bagels on Broadway*

A data-driven approach to finding the right place for our business

26 November, 2024

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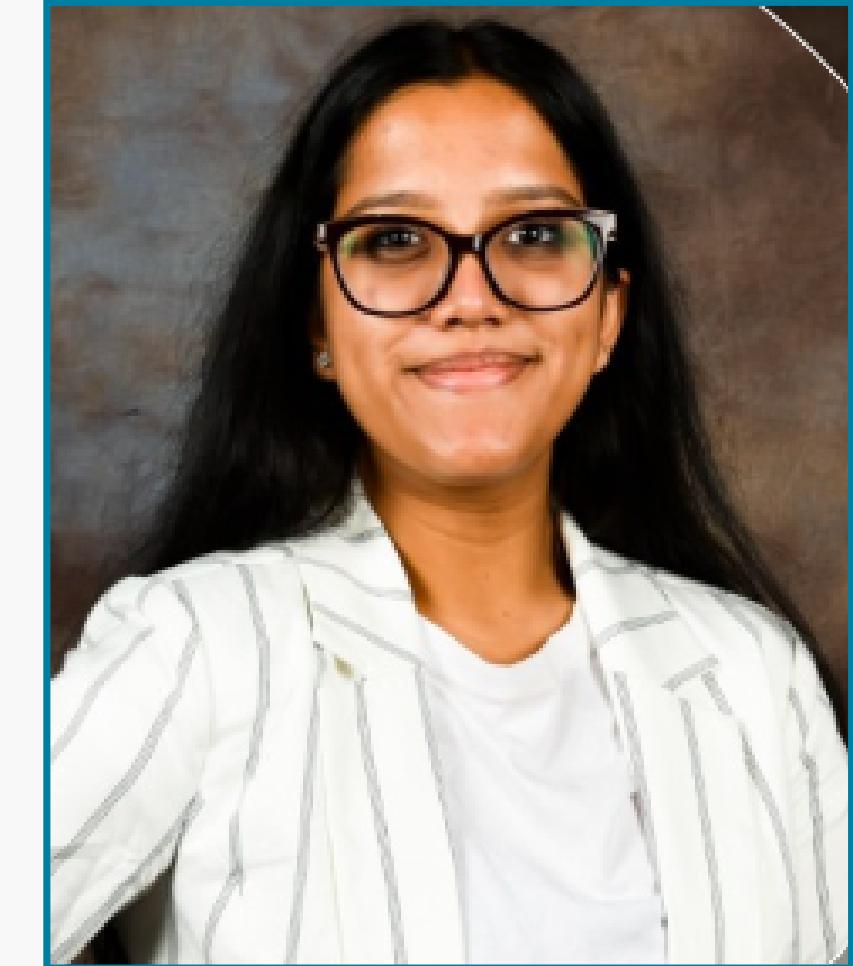
# *Our Team*



*Anaya Thukral*



*Zaaraaa Sura*



*Aunkita Roy*

# *Our Mission*



To determine the optimal neighborhood location in  
Toronto for our bagel shop, based on a demographic and  
competition analysis.

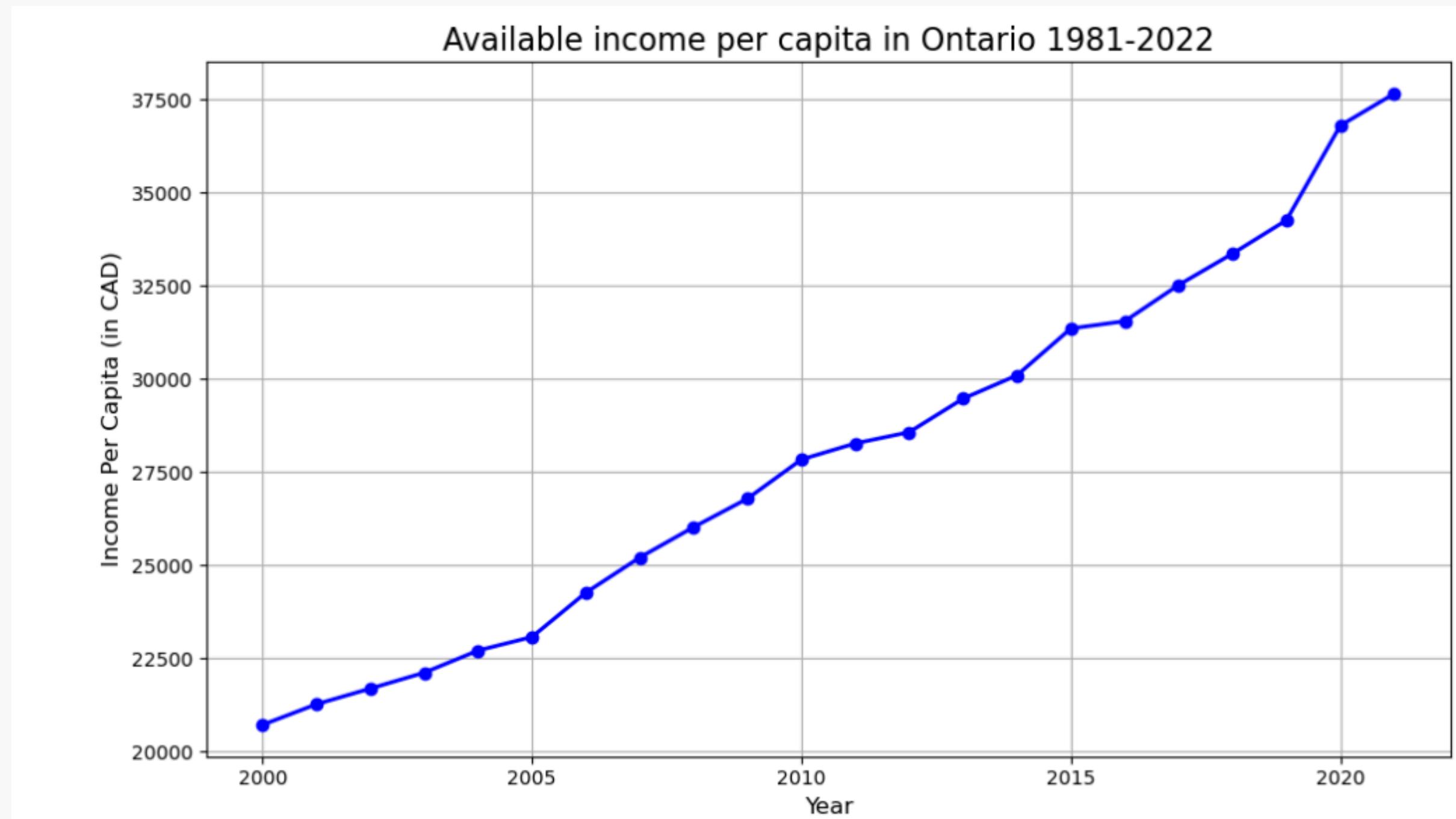


# *Industry Research*



# *Key Insights*

The Canadian specialty food industry is fast-growing, as it continues to benefit from **elevated consumer demand, disposable income growth** (figure 1), and **rising global food prices**.



Source: IBIS World and Statplotlib

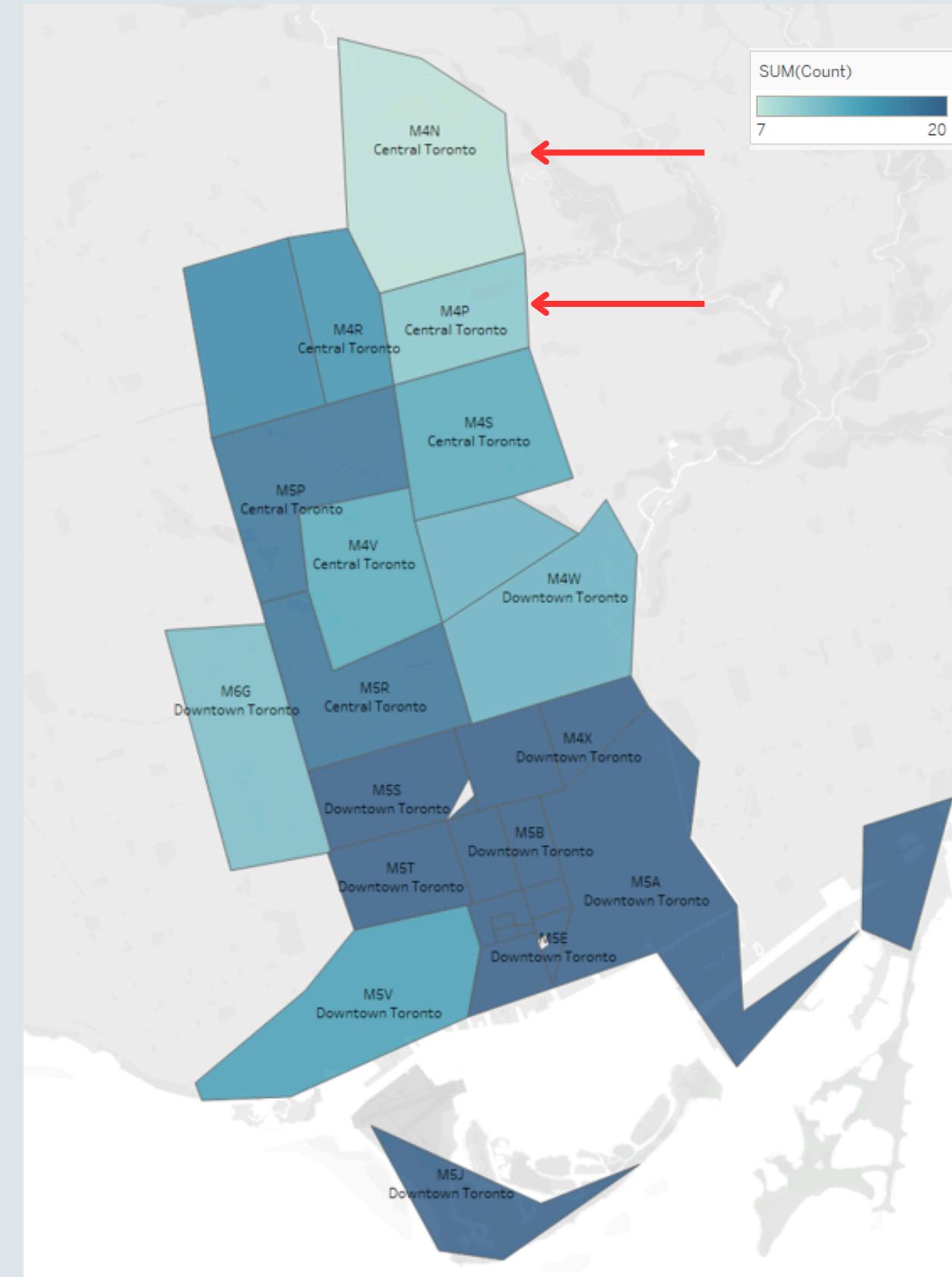
Figure 1

# *Location Analysis*



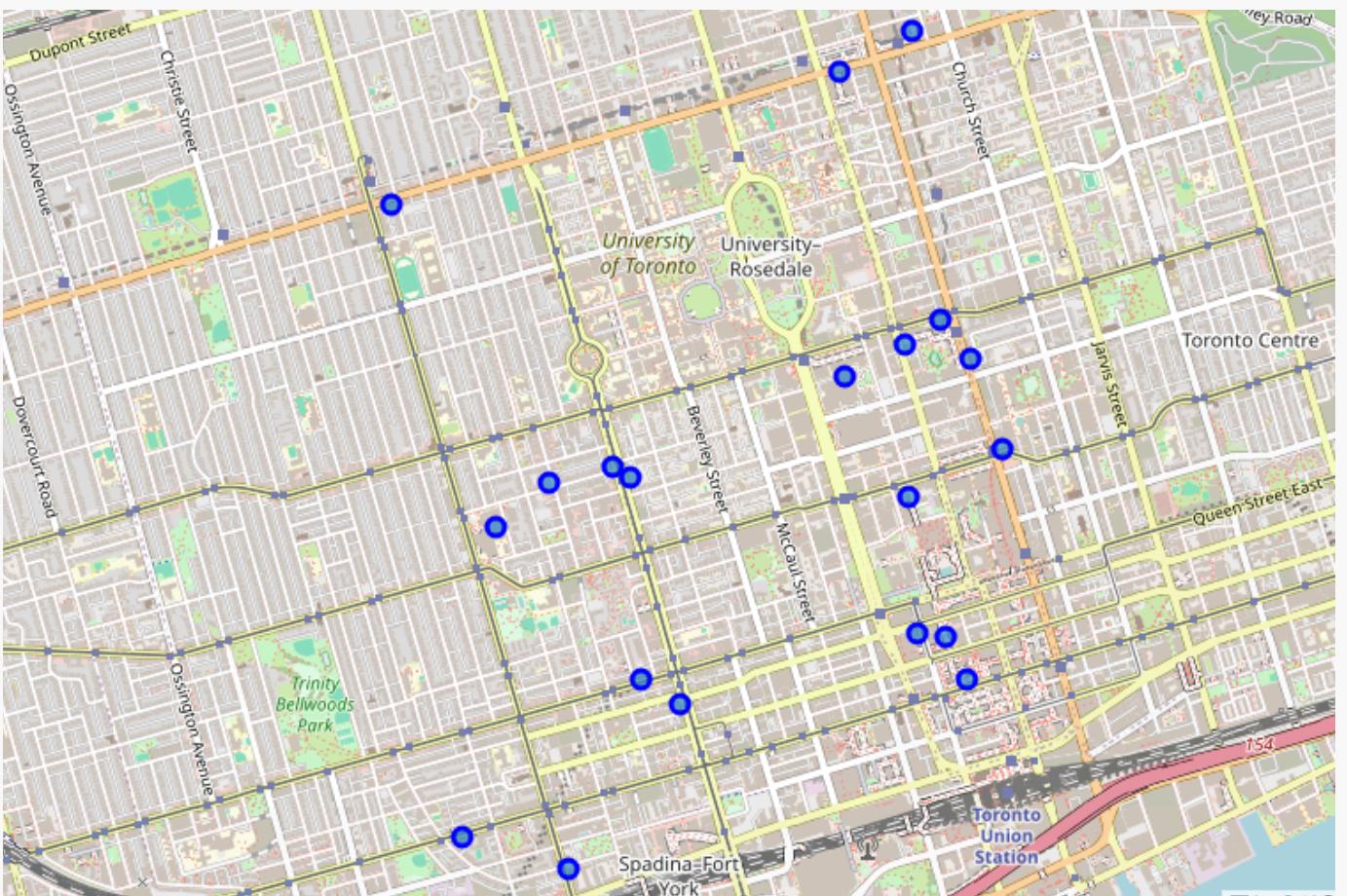
# *Finding the Right Location for our Business*

Map showing the count of the competitors in Downtown Toronto vs. Central Toronto

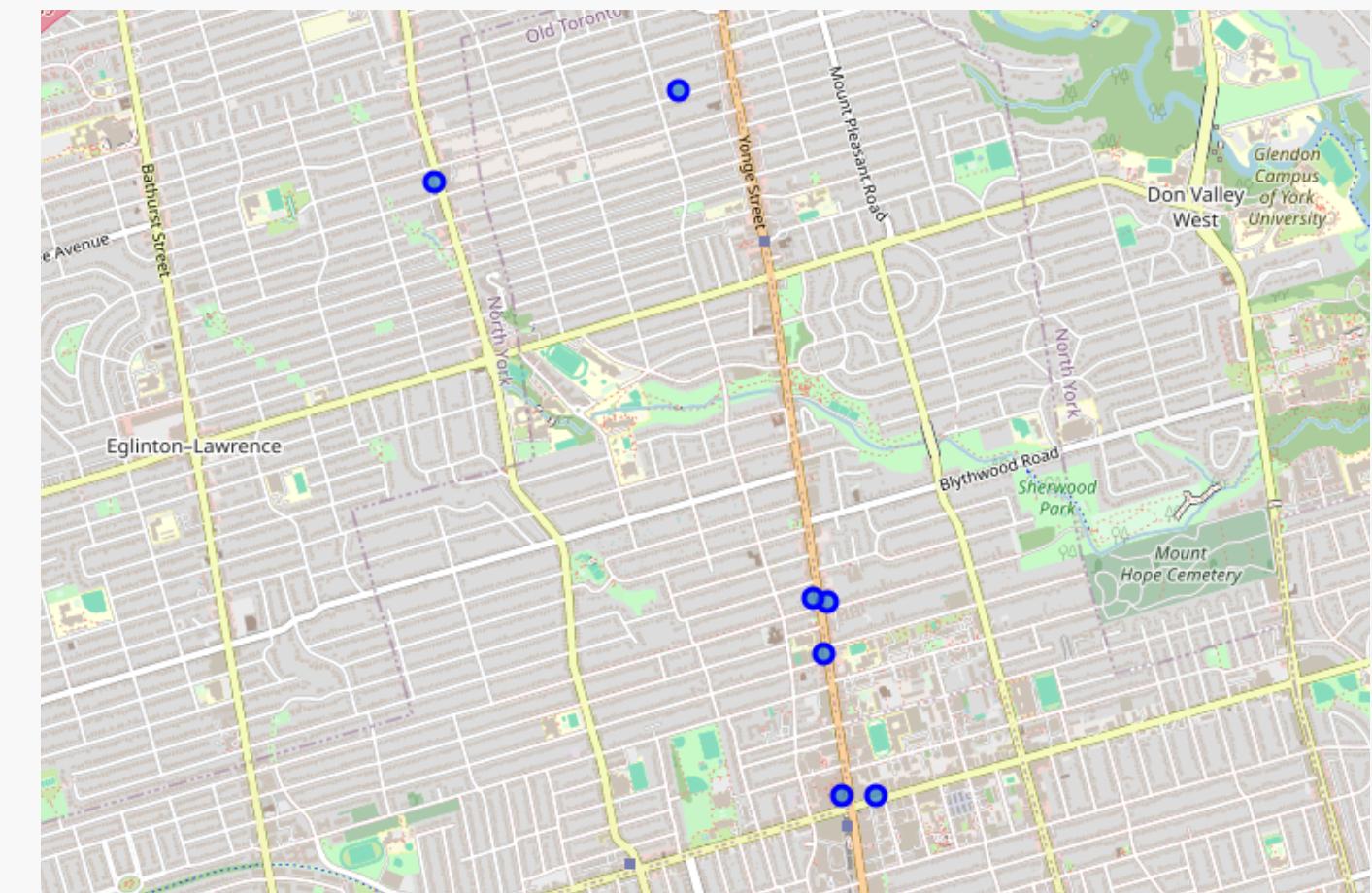


# *Finding the Right Location for our Business*

Downtown Toronto



Midtown Toronto



Many Competitors around the University  
of Toronto, Toronto Metropolitan  
University and Core Downtown

Fewer Competitors, most are closer to  
Yonge and Eglinton Intersection

# *Target Markets*



# *Target Market - High School Students*



## **Steady Student Customer Base:**

- High schools drive consistent foot traffic during breaks & after school
- Students seek convenient, affordable meal options

## **Community Engagement:**

- Build loyalty through school sponsorships, discounts, & student-focused events

## **Competitive Pricing:**

- Affordable meal deals & loyalty programs attract budget-conscious students
- Balanced accessibility with quality to encourage repeat business

# Target - Young Professionals

M4P 0C1 (example postal code)

*Younger urban singles with high levels of university degrees*

This segment represents 2.1% of Canada's population and 3.05% of households.

AVERAGE HOUSEHOLD INCOME	AVERAGE HOUSEHOLD NET WORTH
\$121,766	\$962,472
EDUCATION	OCCUPATION
University	White Collar
URBANITY	FAMILY LIFE
Urban	Very Young Singles & Couples

# Target - Young Professionals

## M4N OA4 (example postal code)

*Very wealthy cosmopolitan families and couples*

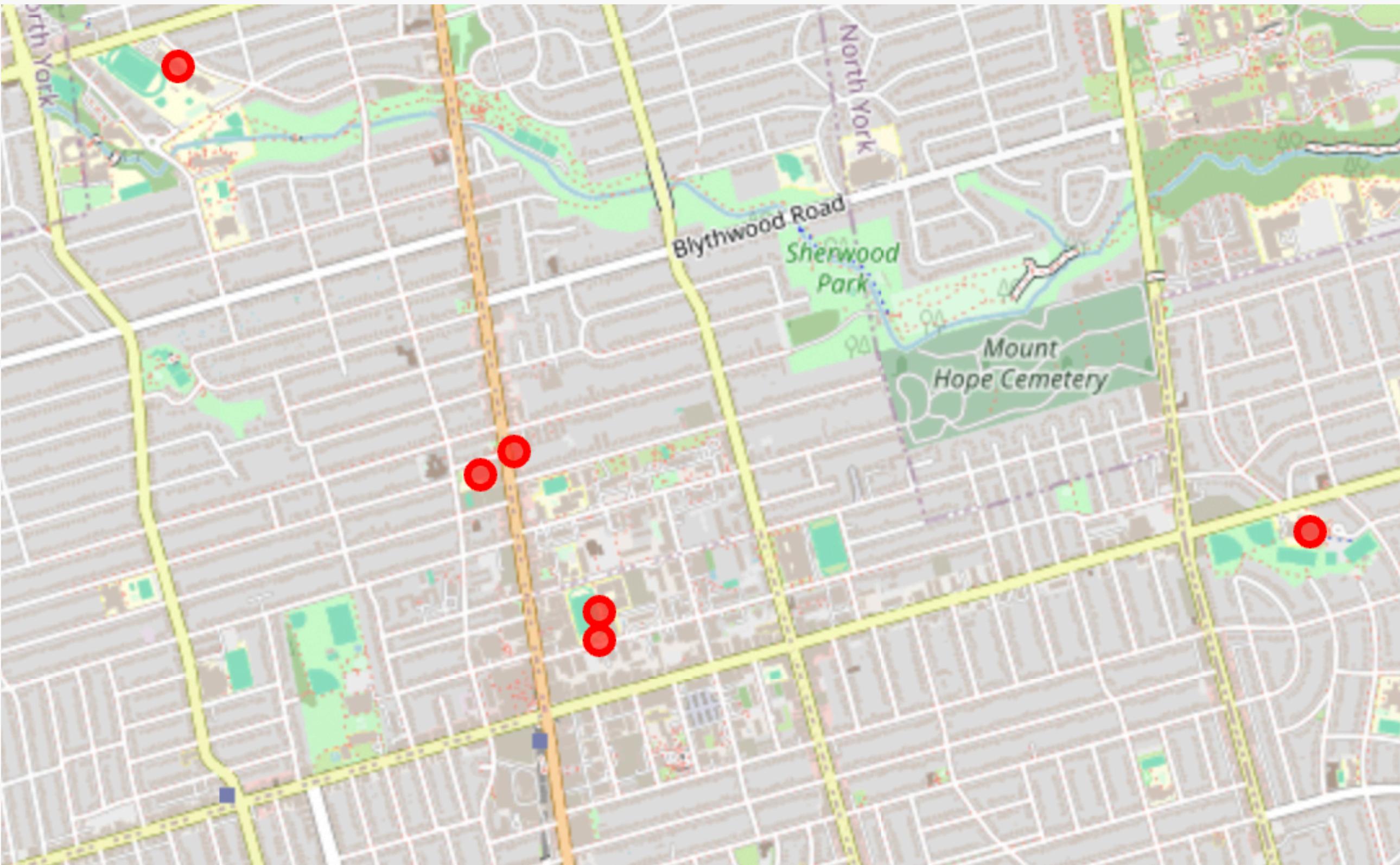
This segment represents 0.69% of Canada's population and 0.58% of households.

AVERAGE HOUSEHOLD INCOME	AVERAGE HOUSEHOLD NET WORTH
\$400,967	\$4,785,768
EDUCATION	OCCUPATION
University	White Collar
URBANITY	FAMILY LIFE
Urban	Older Families & Empty Nests

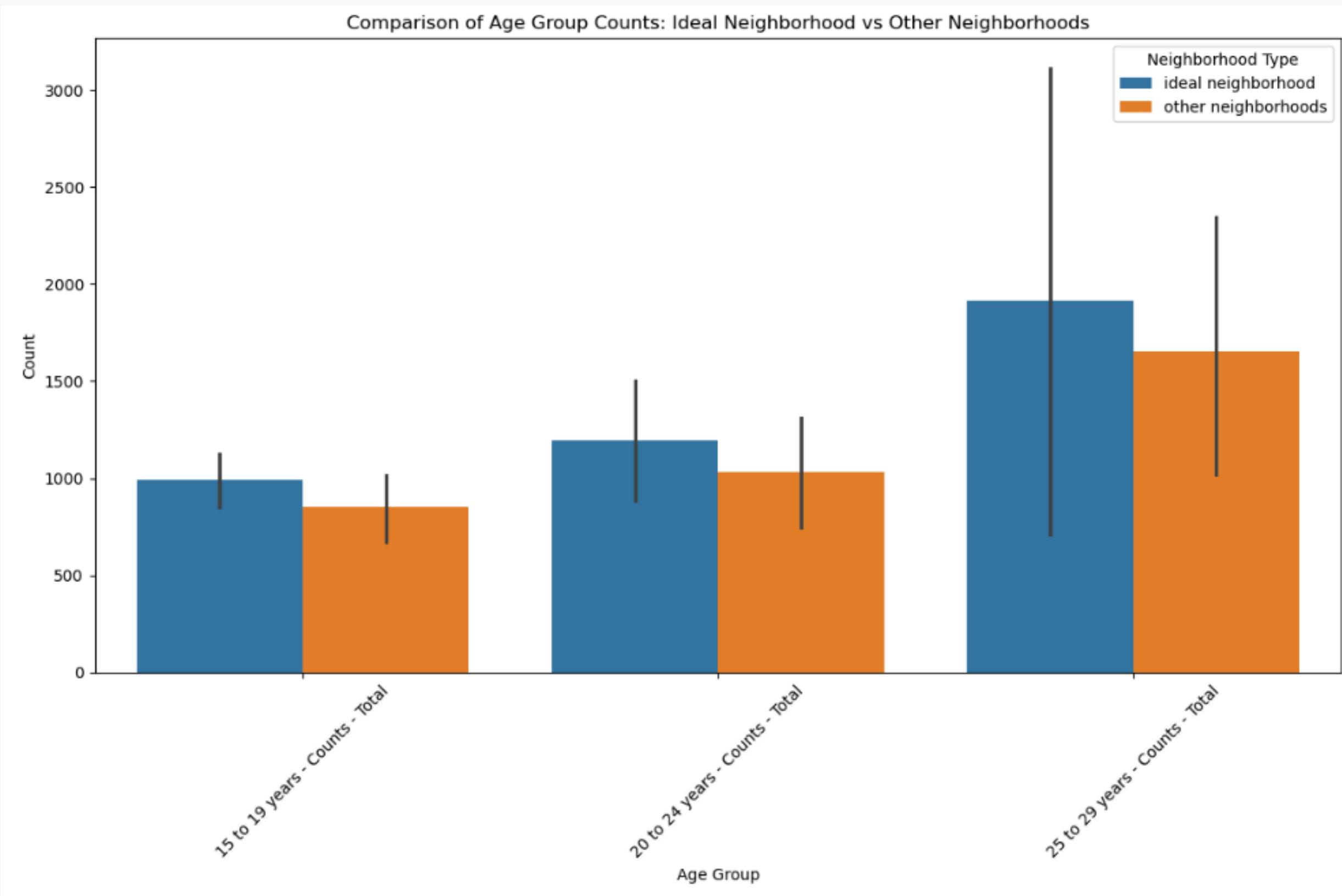
# *Demographic Analysis*



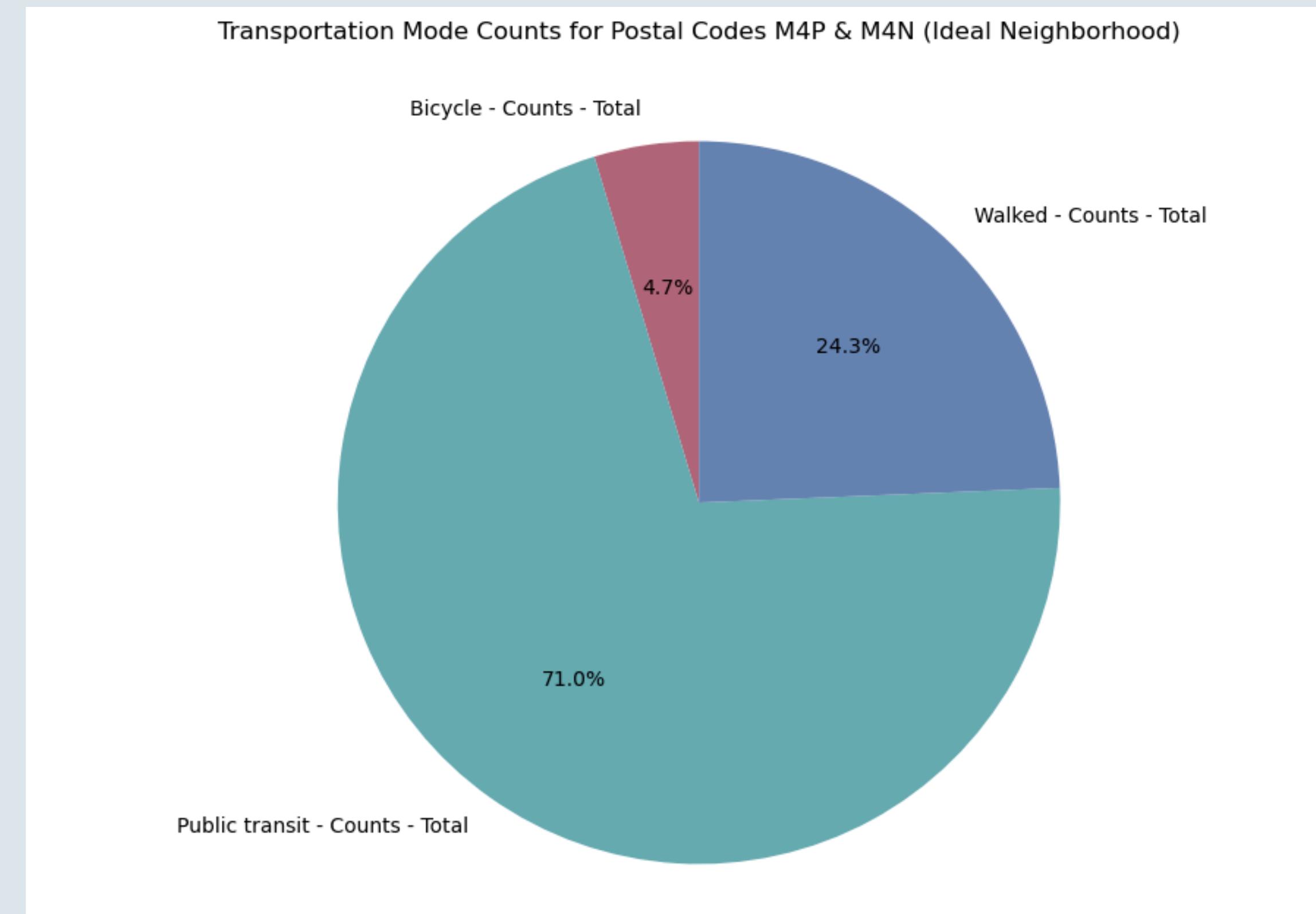
# *High Schools in the Neighbourhood*



# Target Neighbourhood Analysis



# *Commute Styles in Our Chosen Neighbourhood*



# *Financial Projections*



# Financial Breakdown



## Revenue Estimates

*Daily Revenue*

\$6000

*Monthly Revenue*

\$180,000

*Annual Revenue*

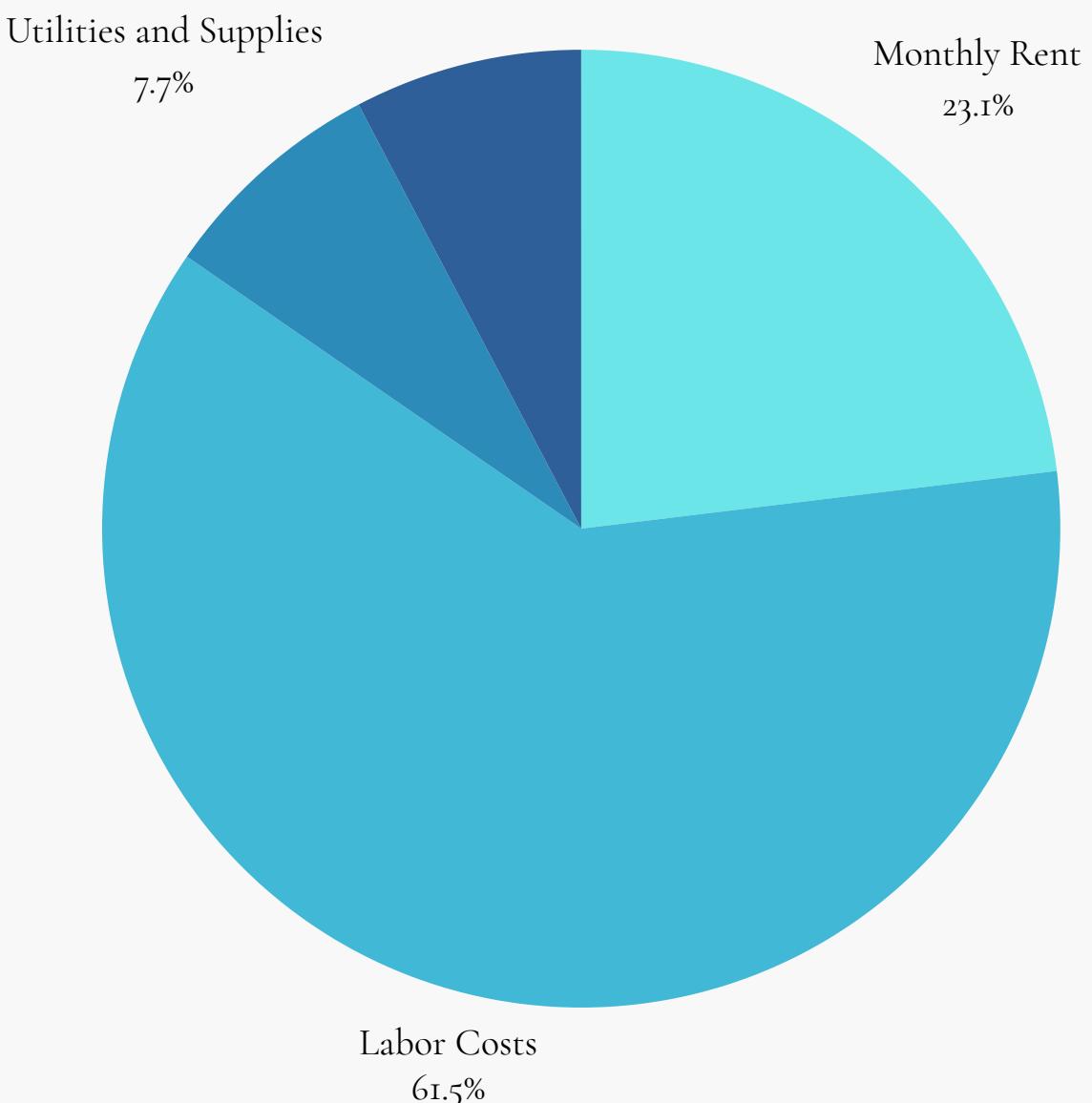
\$2,160,000

*Average daily customer count*

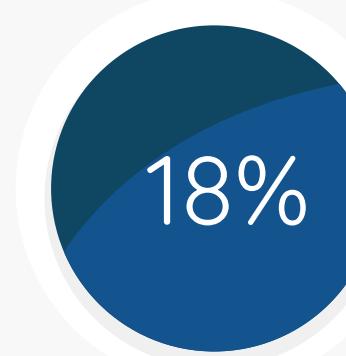
800

## Total Monthly Operating Costs:

\$70,000

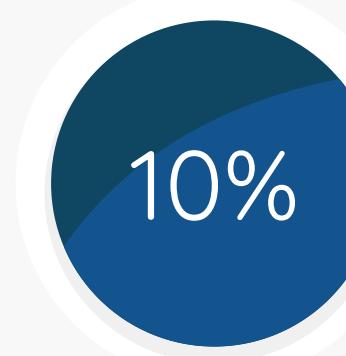


## Net Profit Margin



*(Higher than the 15% industry average for similar food businesses).*

## Growth Potential



*Anticipated to experience annual growth driven by positive word-of-mouth and effective marketing efforts.*



# *Competitors*



# *Midtown Competitor Success*

## **Strategic Location:**

- High foot traffic near schools, subway stations, offices, & residential area

## **Niche Appeal:**

- Kettlemans: Modern branding & Montréal style bagels
- Kiva's: Authentic Jewish-style bagels with cultural appeal
- The Bagel House: Artisanal wood-fired bagels for unique flavor

## **Customer Accessibility:**

- Convenient storefronts & strong transit connections



# *How will we differentiate?*

## **Hybrid Offerings**

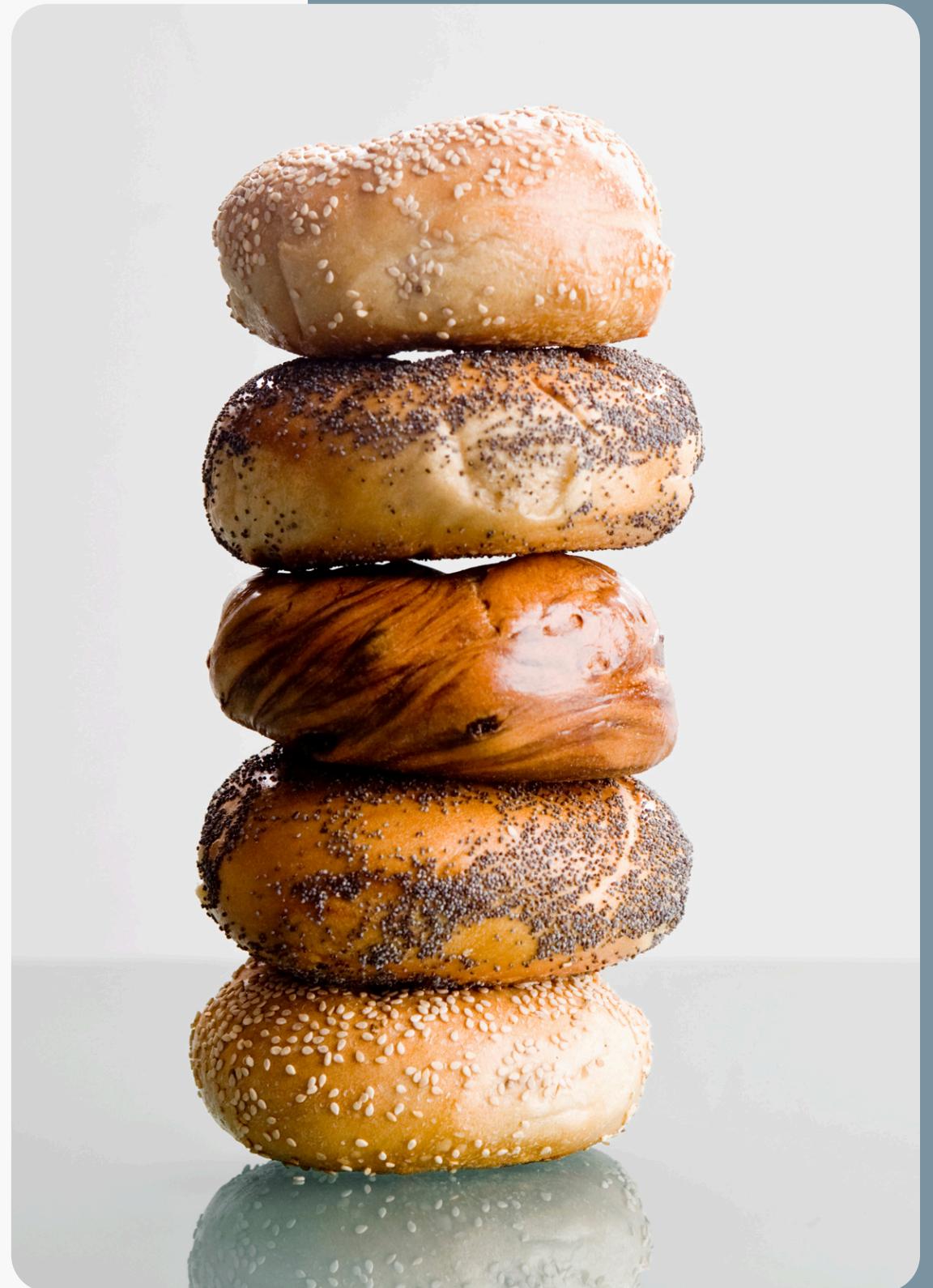
- Combining premium quality bagels with trendy café elements (e.g., plant-based options, seasonal specialties & cultural diversification)

## **Community Engagement**

- Hosting local events or partnerships with high schools and offices to establish local loyalty.

## **Tech-Driven Convenience**

- Developing app-based rewards and focusing heavily on delivery services to match competitors like Kettlemans.



# *Conclusion*



*Thank you*

