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Bagels on Broadway

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

26 November, 2024

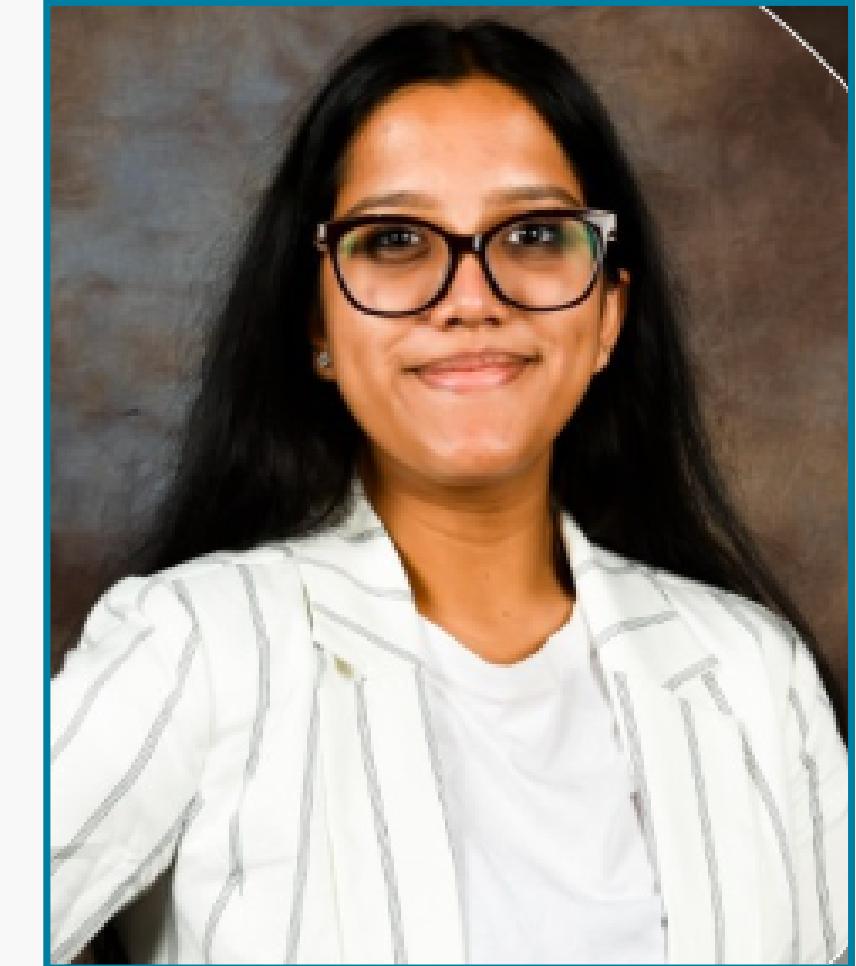
Our Team



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.

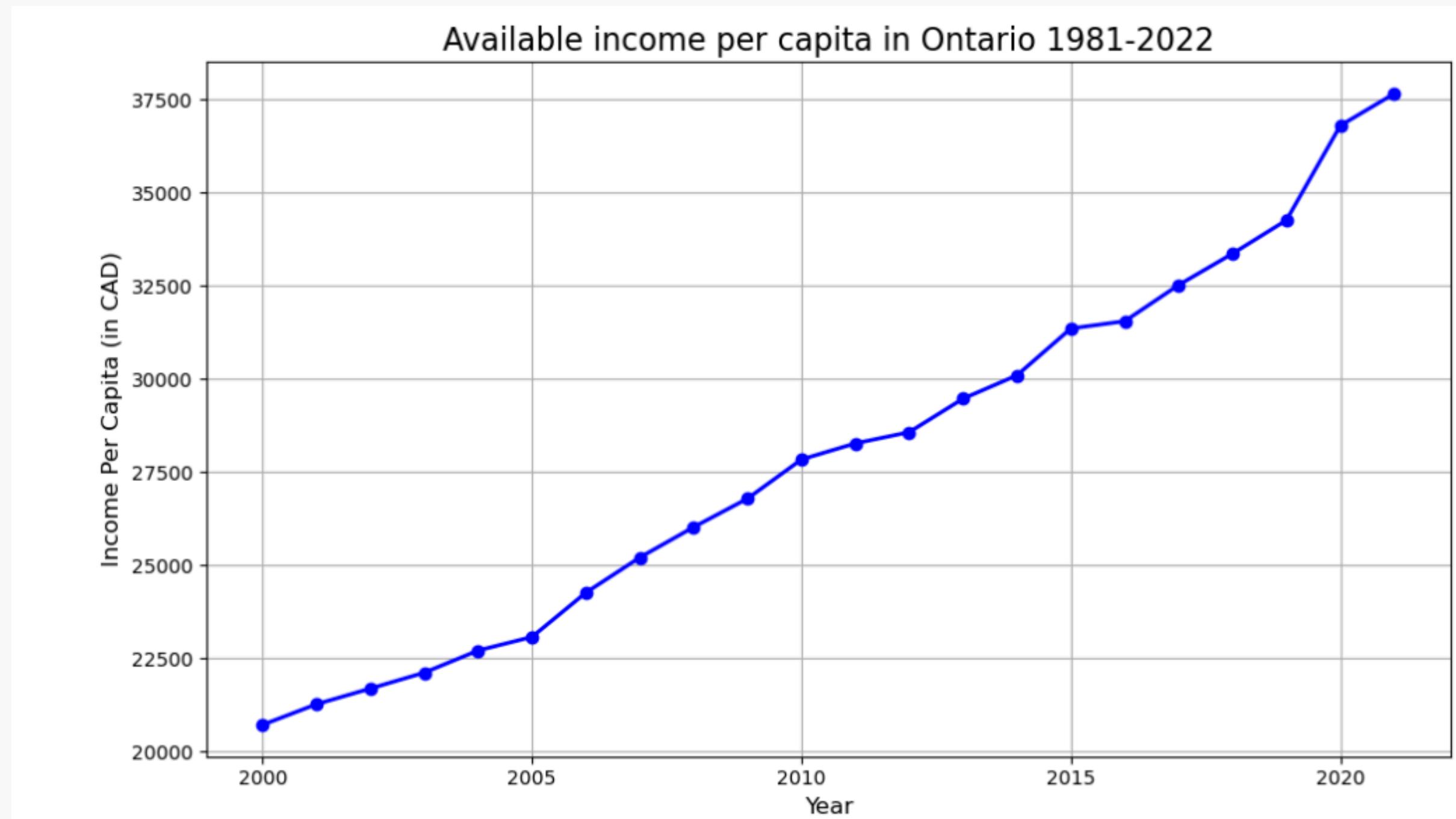


Industry Research



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

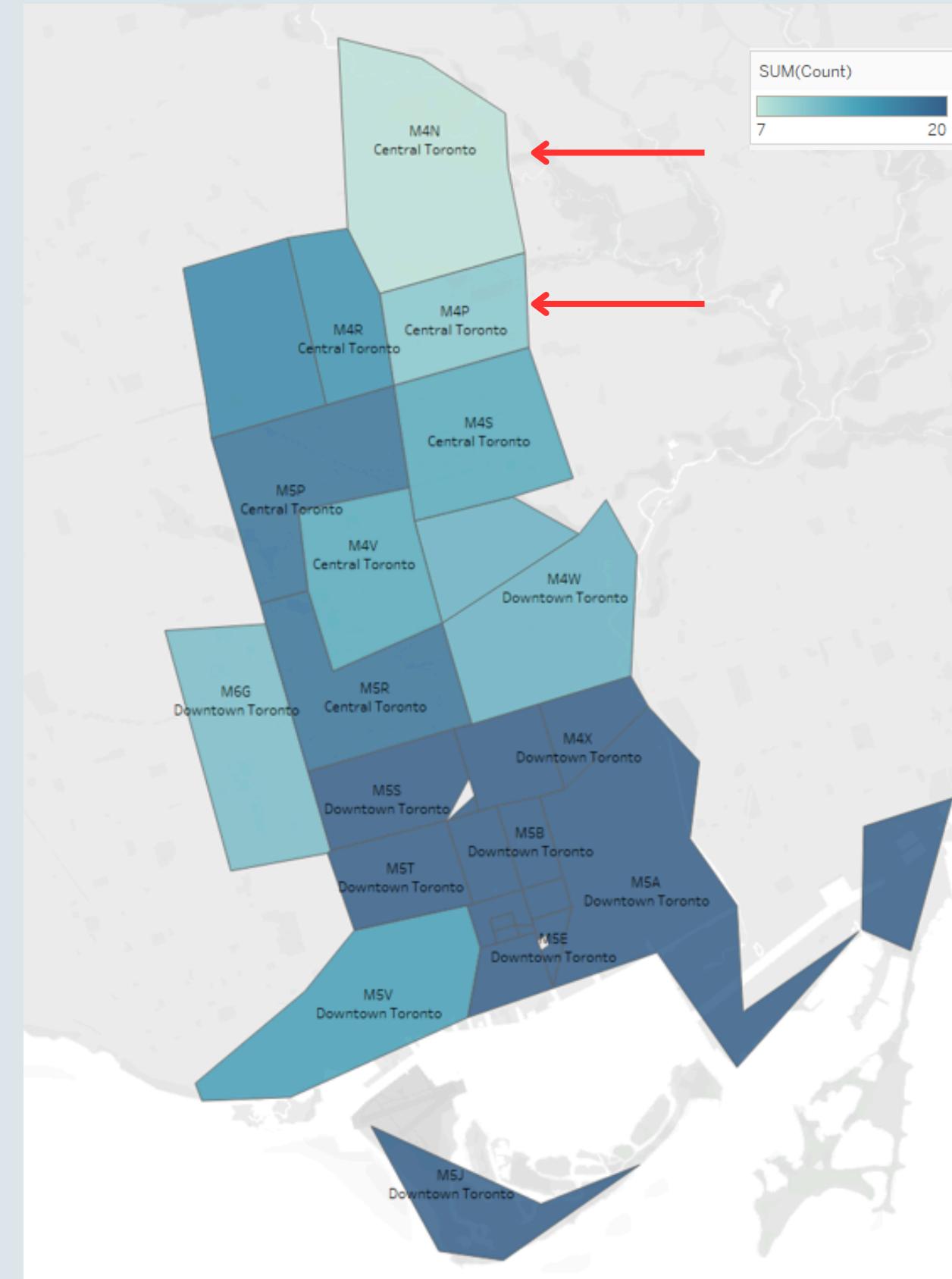
Figure 1

Location Analysis



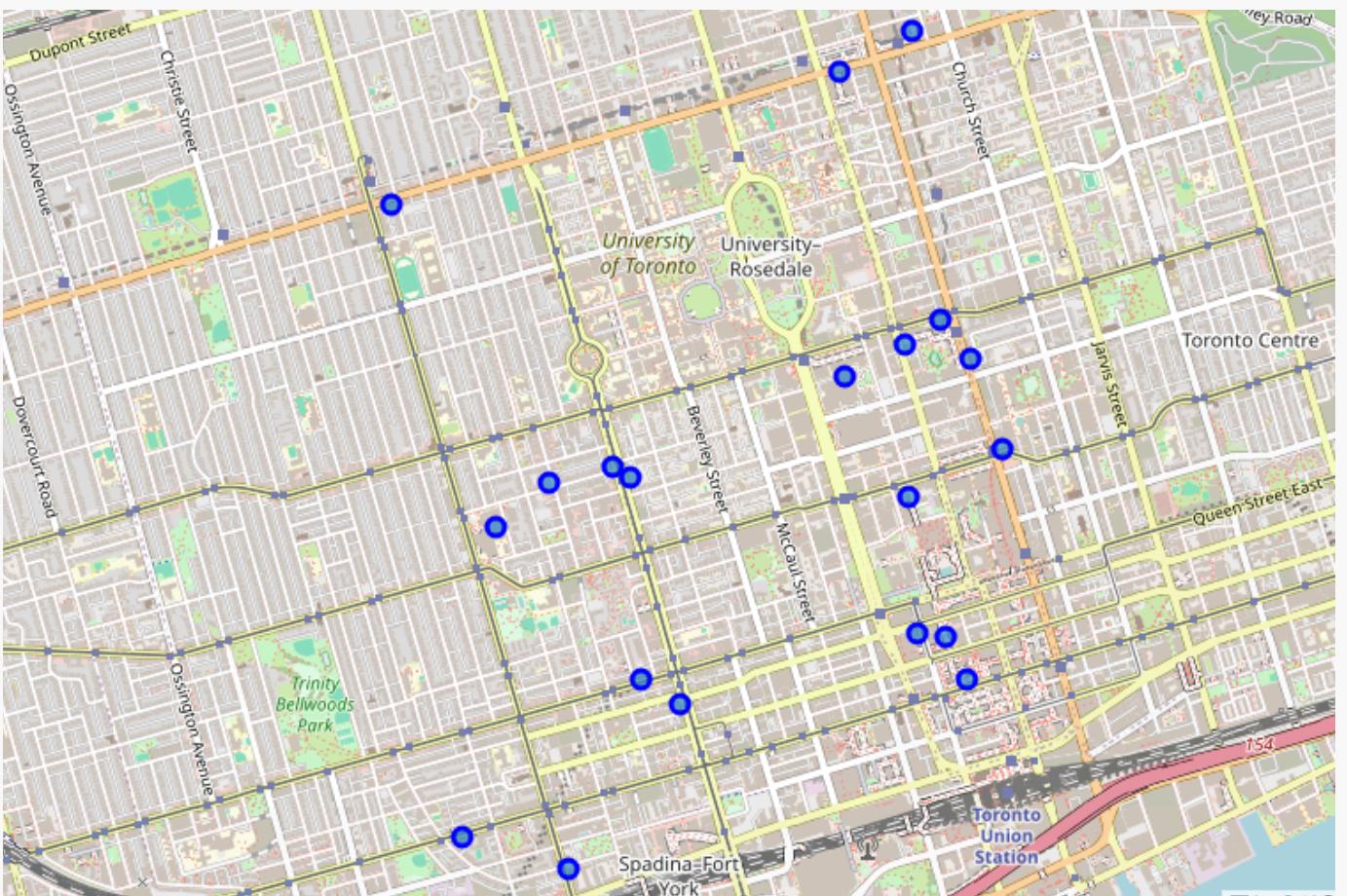
Finding the Right Location for our Business

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

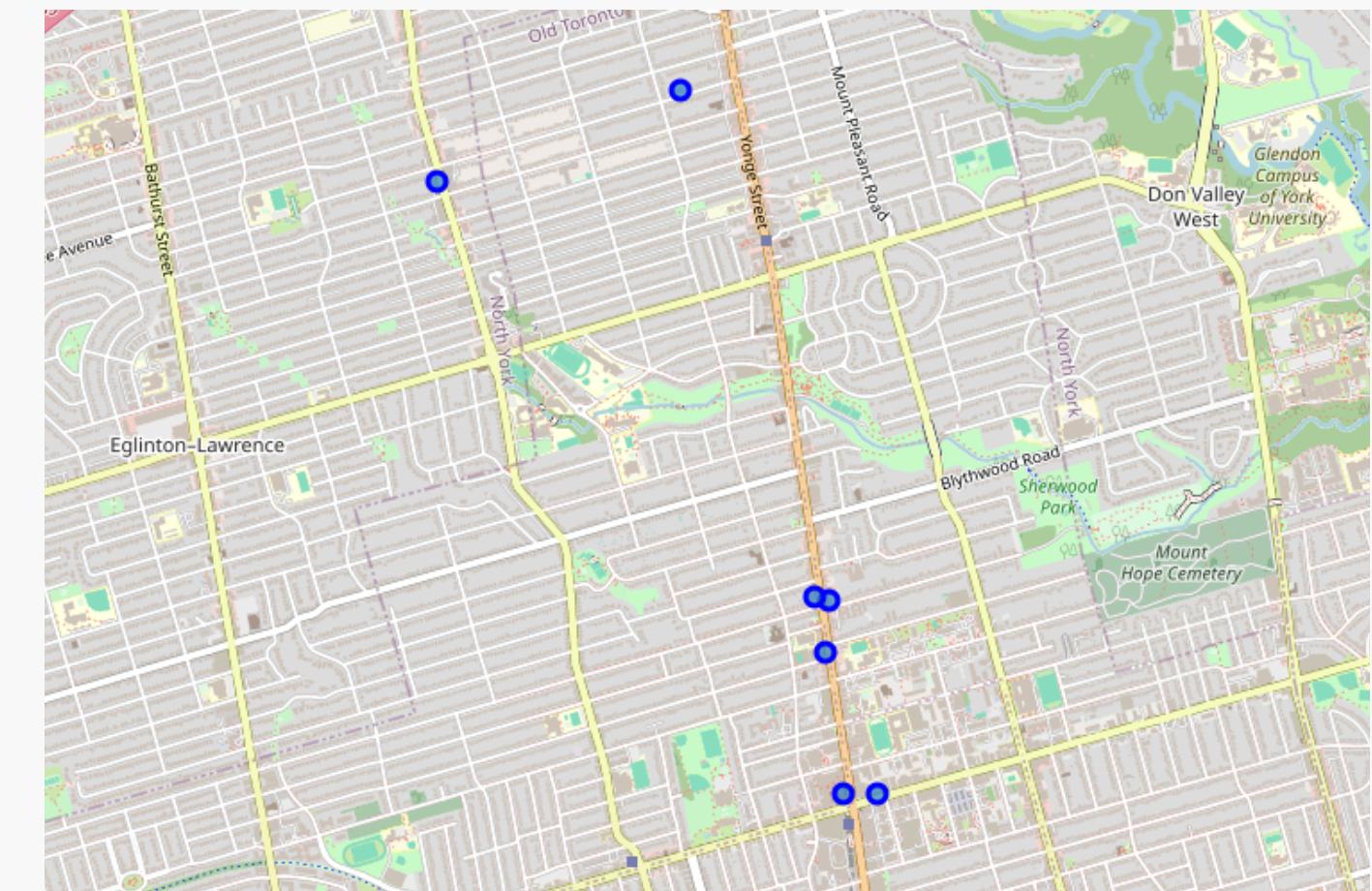


Finding the Right Location for our Business

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 0A4 (example postal code)

Very wealthy cosmopolitan families and couples

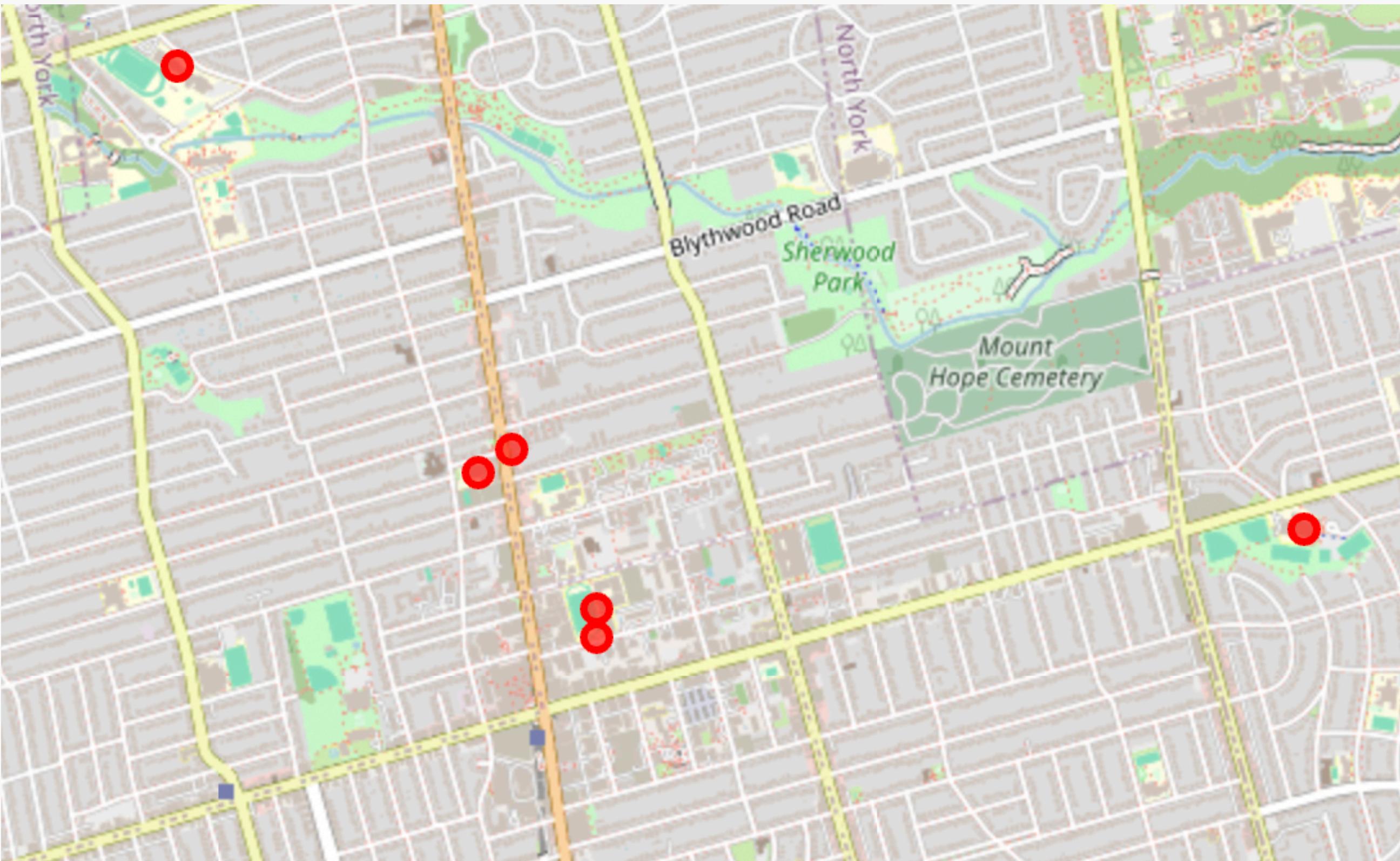
This segment represents 0.69% of Canada's population and 0.58% of households.

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

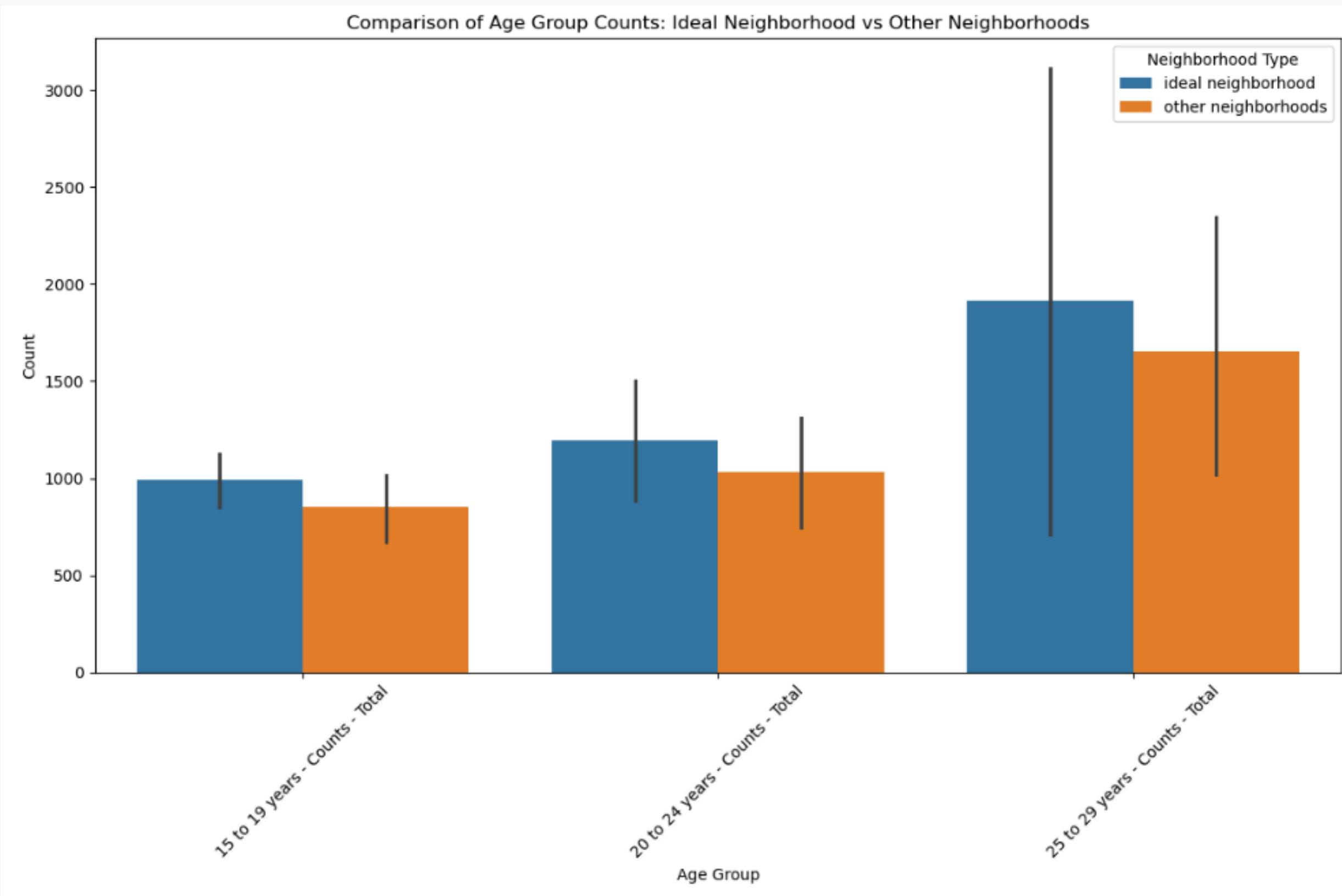
Demographic Analysis



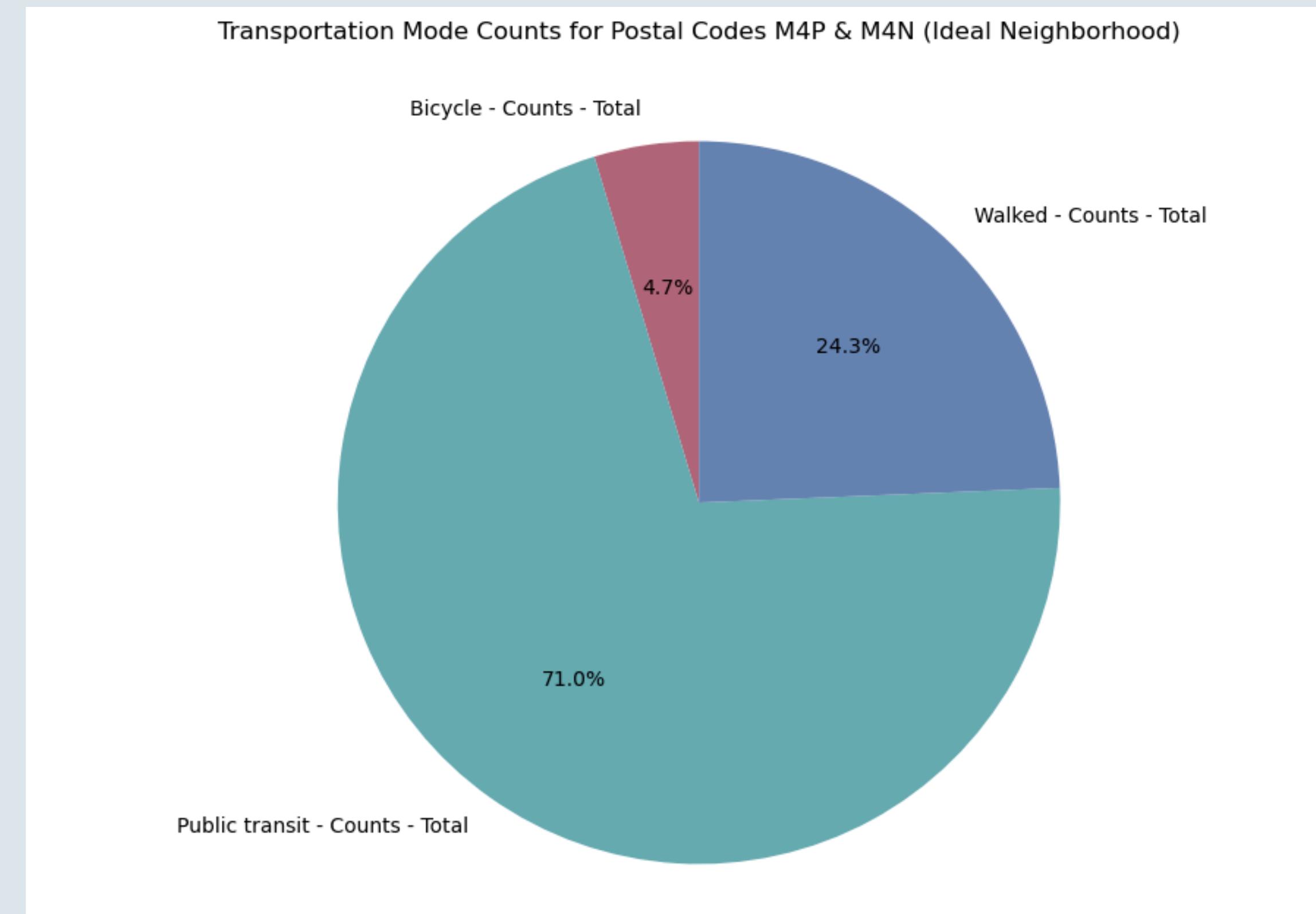
High Schools in the Neighbourhood



Target Neighbourhood Analysis



Commute Styles in Our Chosen Neighbourhood



Financial Projections



Financial Breakdown



Revenue Estimates

Daily Revenue

\$6000

Monthly Revenue

\$180,000

Annual Revenue

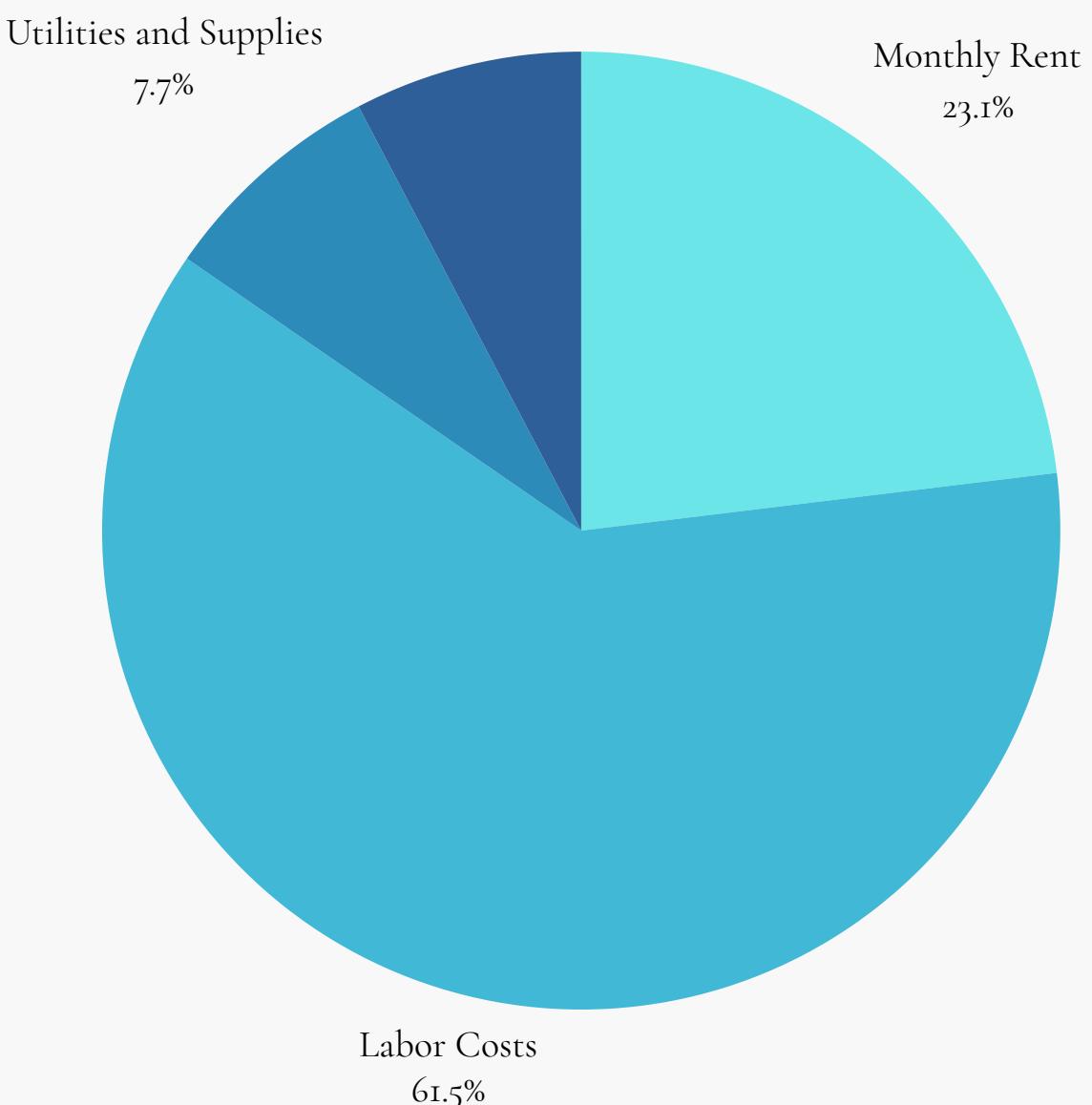
\$2,160,000

Average daily customer count

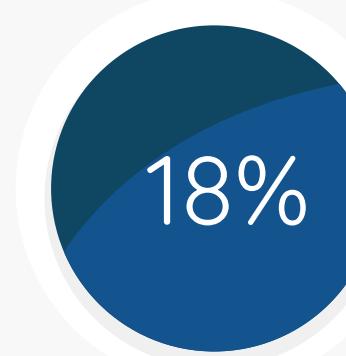
800

Total Monthly Operating Costs:

\$70,000

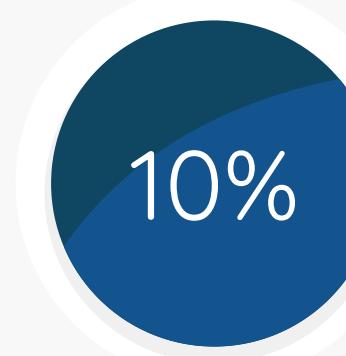


Net Profit Margin



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

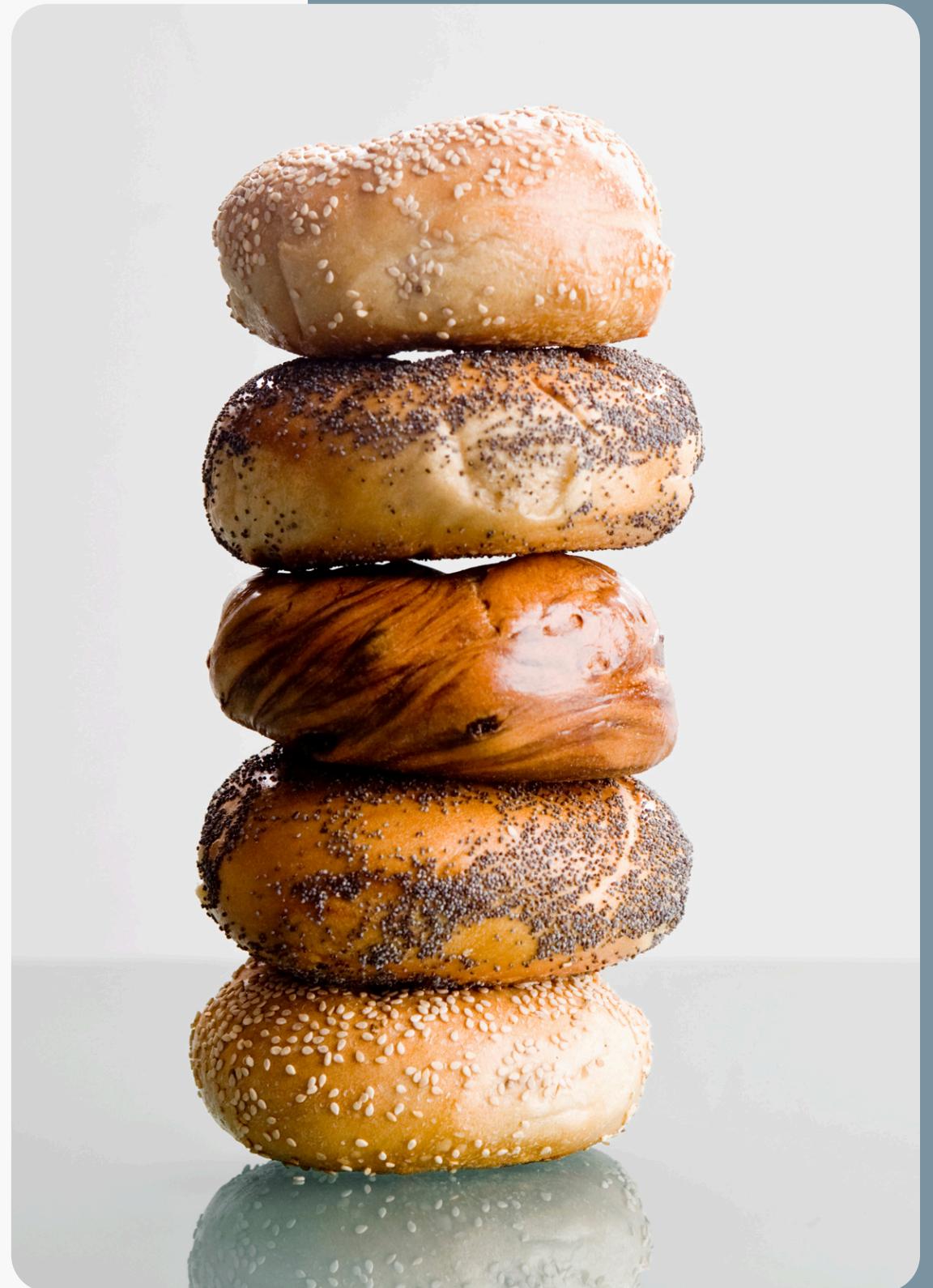
- Combining premium quality bagels with trendy café elements (e.g., plant-based options, seasonal specialties & cultural diversification)

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

