

COMPLETE MARKETING STRATEGY & RESTRUCTURING TO CAFÉ RESTURANT BUSINESS

PREPARED BY

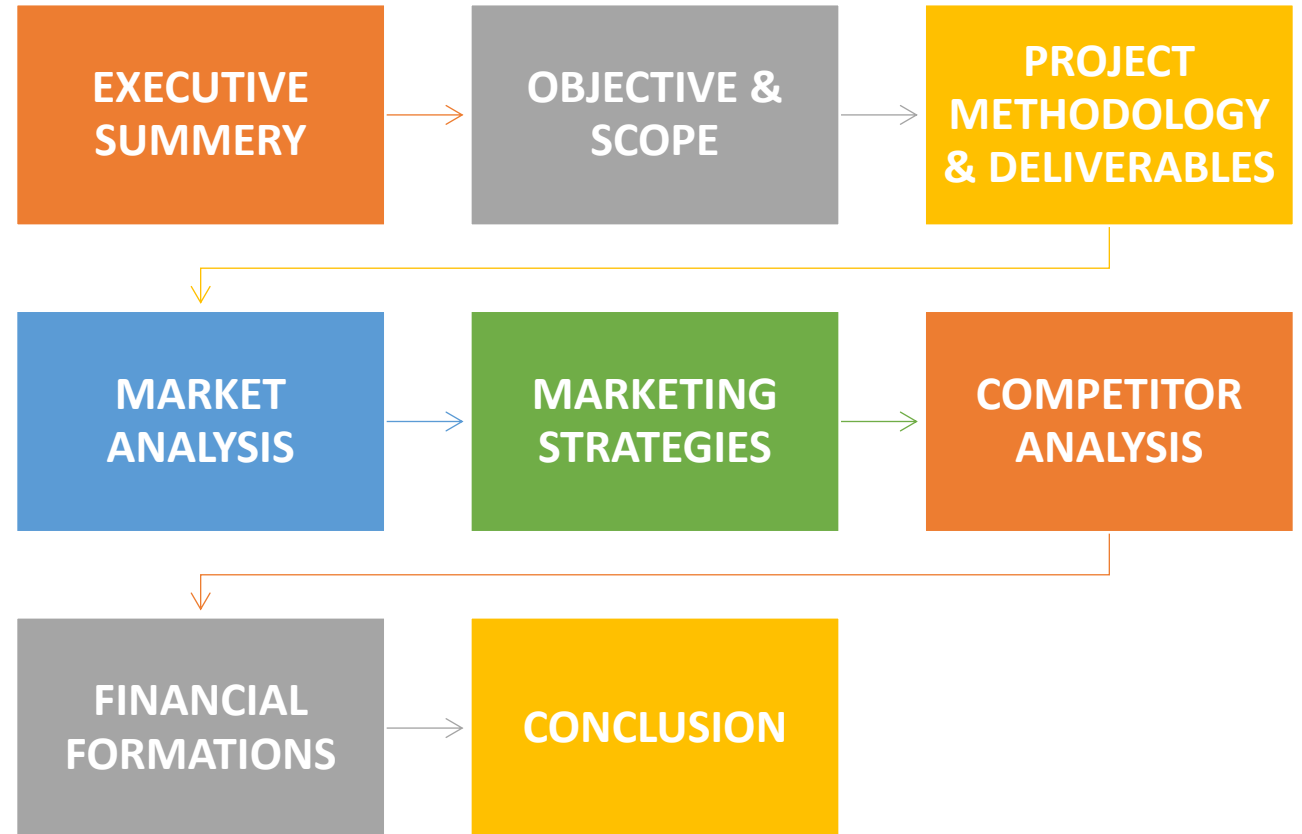
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PREPARED FOR

DS 680 MARKETING ANALYSTICS CLASS(MOHIT
SUPE)



CONTENTS





EXECUTIVE SUMMERY

- Oven Kraft was incorporated in 2018 by a Mid level investors group.
- Restaurant is café and bistro based in Navi Mumbai which had a fast-food facility with fine dine.
- Company sell multiple fast-food products with hot and cold beverages.
- The company is state of reentering into market with the vision of further expanding into a completely functional mode.



Oven Kraft Café Restaurant

OBJECTIVE & SCOPE



OBJECTIVE

To undertake complete strategy restructuring
With regards to internal structure, operations,
resource management, financial management

SCOPE

Each phase will consist of critical assessment and
conclusive review

External Diagnosis

Internal Diagnosis

Strategy Formation

Financial Formation



Phase

Contents

Tools

Timeline

Phase I

External & Internal Diagnosis

- **Industry assessment**
 - **Overview of the Restaurant sectors in India**
 - **Restaurant industry Trend**
 - **Identification of Growth drivers**
- **Understanding business areas and operations**

- **Secondary research Sources**
- **Tableau, Google Trend and Microsoft Excel**
- **Internal analysis of Market**

3
WEEKS



Phase

Phase II

Strategy Formation & Financial Formation

Contents

- **Identifying strategies for diversification**
- **Review of feasibility of expansion plans**
- **Development of growth areas**
- **Marketing strategies**
- **SWOT analysis at the strategic level**
- **Financial formation**

Timeline

3
WEEKS

PROJECT METHODOLOGY & DELIVERABLES

MARKET ANALYSIS

IMPORTANT KEY FIGURES

- Restaurant listings in Zomato 270k
- Domino's Pizza stores 1,312
- Starbucks Café outlets 176 cities

FAST FOOD

- Number of YUM! Brands units 50,170

MOST VISITED FAST FOOD RESTAURANT

- Domino's

AVERAGE WEEKLY CONSUMPTION

- 1-3 times

- In India Fast-Food industry market is growing with projected growth at the rate of 18% CAGR (Compound Annual Growth Rate) during 2021 to 2025.
- The Population of India is 1.3 Billion as of 2020 and 35% of the people live in urban area.
- Company wants to start Business again in Navi Mumbai renowned area Kharghar

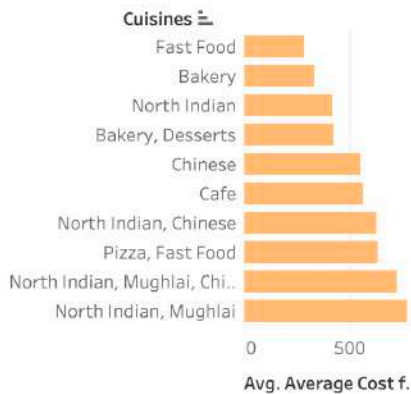
Restaurant voting

Restaurant Name	
Barbeque Nation	28,142
AB's - Absolute Barbecues	13,400
Toit	10,934
Big Chill	10,853
Farzi Cafe	10,098
Truffles	9,682
Chili's	8,156
Hauz Khas Social	7,931
Joey's Pizza	7,807
Peter Cat	7,574

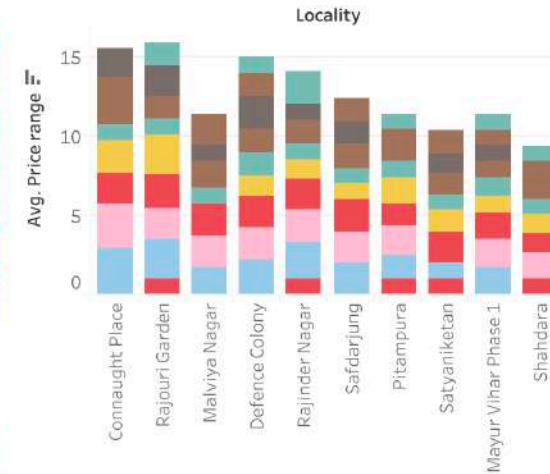
Is delivery now

Is deliverin..	
No	25,359
Yes	107

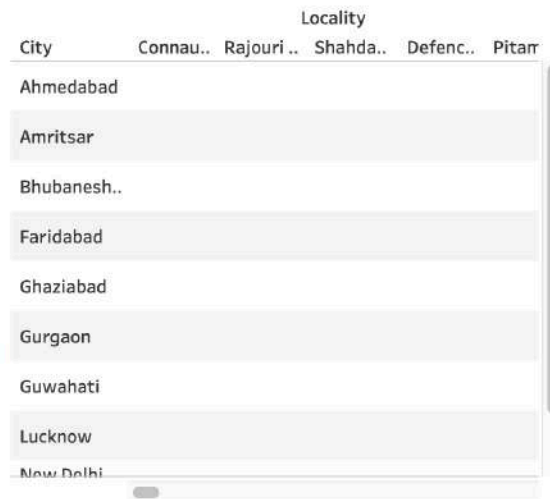
cuisines price range



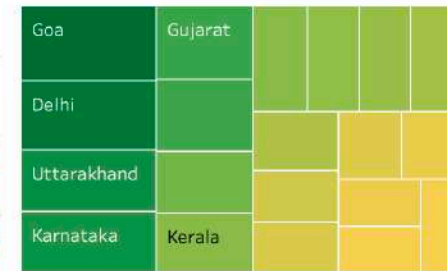
Place wise Cuisines



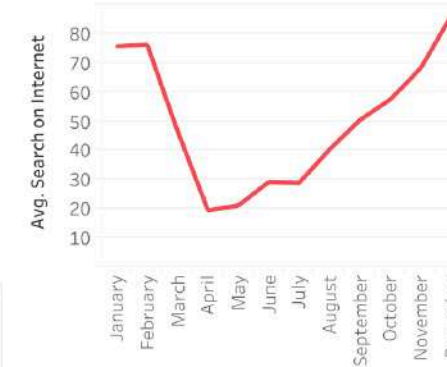
city and locality



Cafe' topic Search



cafe' Search Time series



Has Table Delivery



MARKET ANALYSIS

GROWTH DRIVERS

Increasing urbanization

Rapid expansion in food delivery services

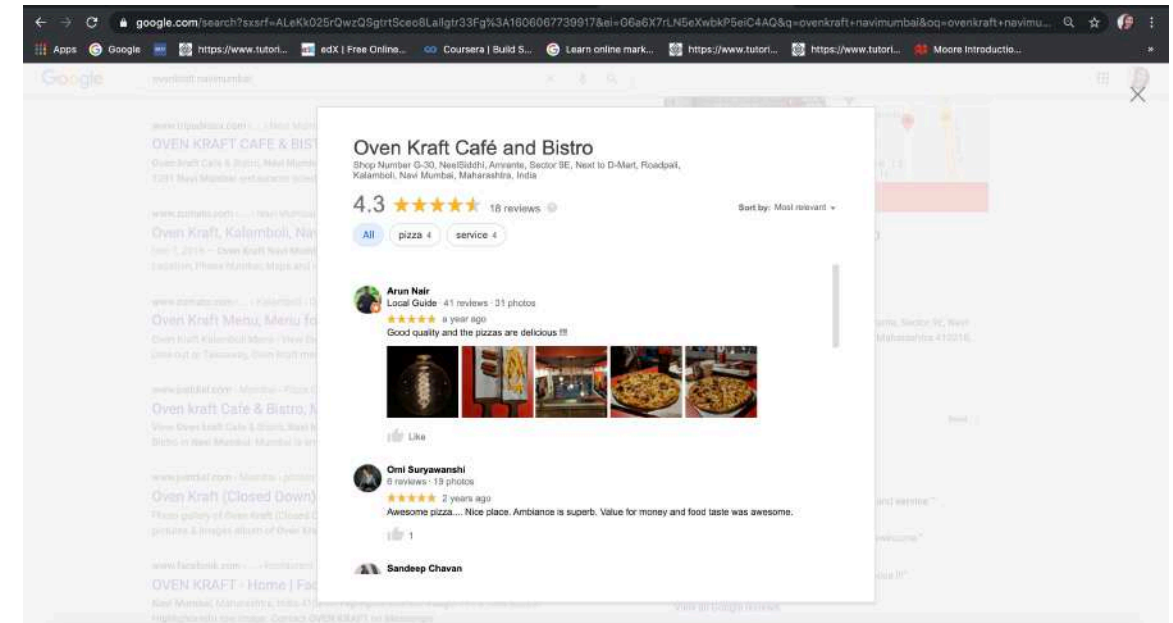
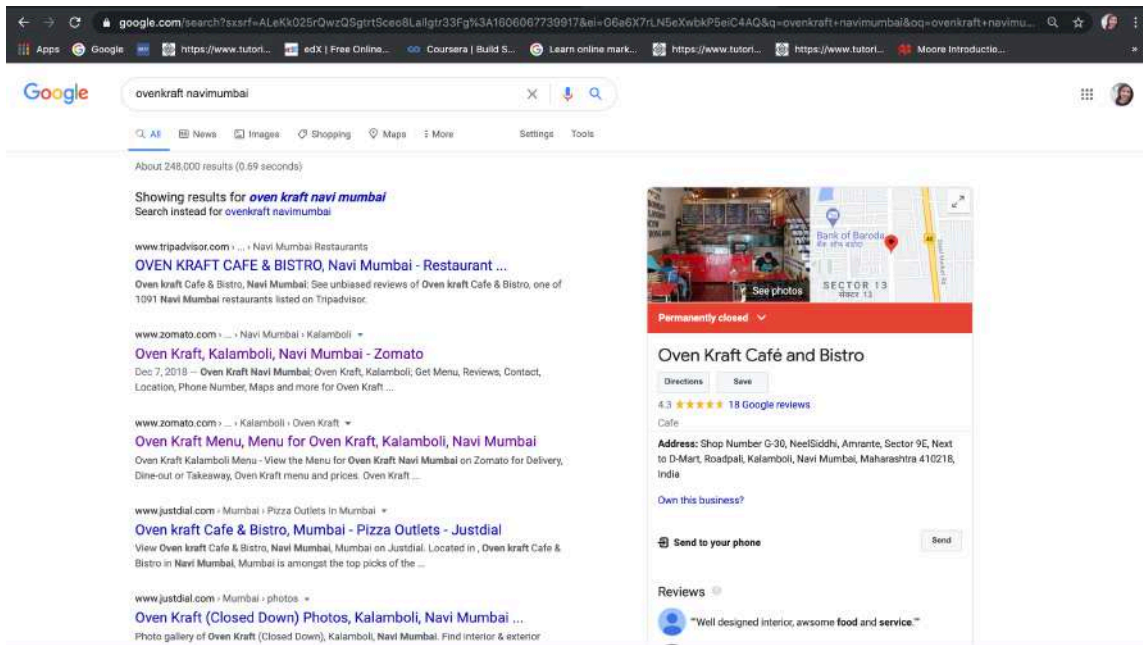
Expanding young & working population

Growing number of dual-income families

Rising disposable income in the country



Understanding of Oven Kraft Business



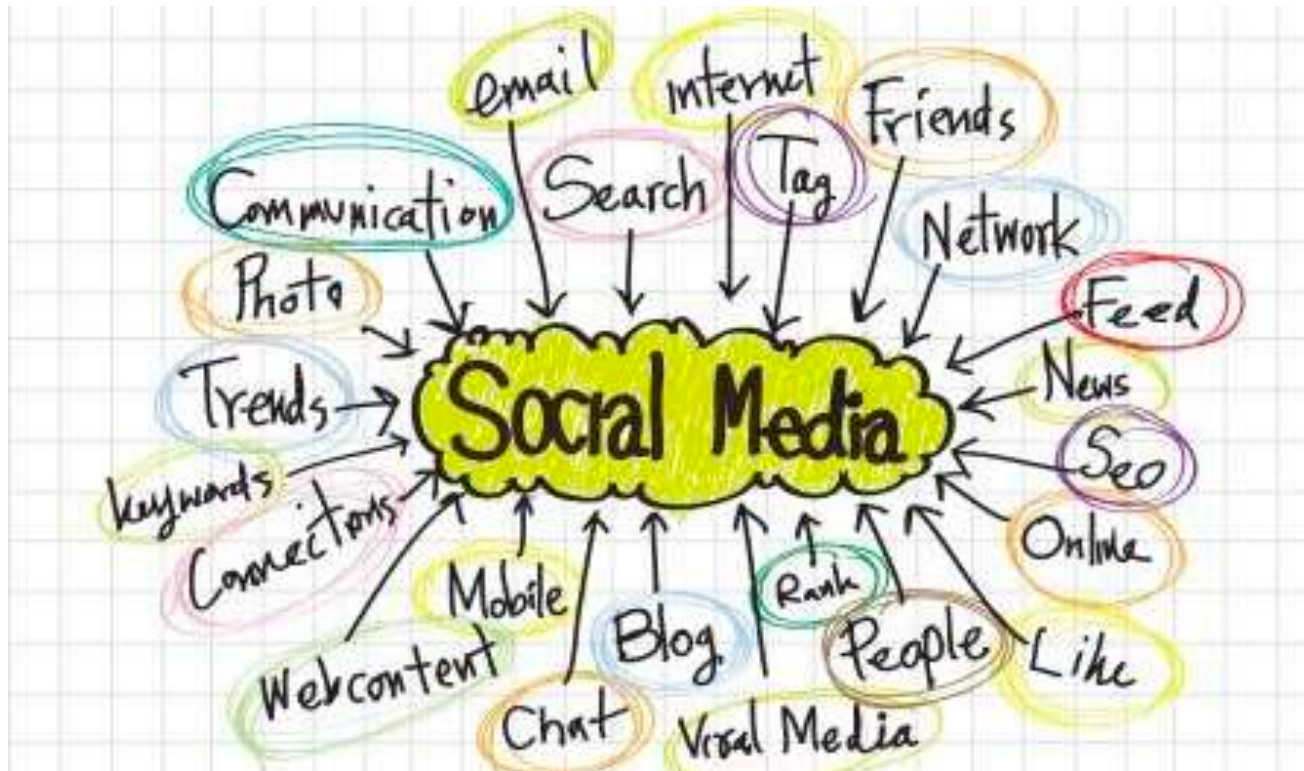
Online Presences



- Google
- Facebook
- Instagram
- Zomato
- Swiggy
- JustDial
- TripAdvisor

[illegible]

MARKETING STRATEGY FORMATION



- **These following are classical approach**
 - Creating website
 - Blogs
 - Customer Reviews as text post
 - Customer Photos post
 - Café should post on website page and social media page
 - Use company network database to promote your services and offer them extra food discount with next order serving

MARKETING STRATEGY FORMATION

Different approach

- Leverage social media to get more Customer
- Social media Food influencer on **YOU TUBE**, **INSTAGRAM** and **FACEBOOK** famous personality
- Instagram and more other same social media Food influencer who has quite good audience target them to market our services.
- Organize events where Young generation can get more attraction towards Café Food
- Track your marketing strategy
- Guest blogging on other relevant sites
- Getting quoted in an article (called an editorial link)
- Getting local press (newspaper or website in your area)



COMPETITOR PROFILE

COMPANY NAME

Da Capo Café & Bistro : Best Cafe

ADDRESS

12 & 13, Bhoomi Heights, Sector 8, Kharghar,
Navi Mumbai, Maharashtra 410210, India

FACILITY

Italian, Mexican & Lebanese fast food offered in
a bright, split-level cafe with French windows

TIMINGS

Monday to Sunday - 7 am To 11 pm

ORDER

Dine-in
Takeout
No-contact delivery

TYPE

Reservations: dineout.co.in, eazydiner.com

COMPANY NAME

Barista Coffee

ADDRESS

Shah Heights, Shop 14/15, Sector 7, Kharghar,
Navi Mumbai, Maharashtra 410210, India

FACILITY

Served coffee and Fast Food

TIMINGS

Monday to Sunday - 8 am To 12 am(Midnight)

ORDER

Dine-in
Takeout
Delivery

TYPE

Competitor Profile

COMPANY

NAME Tea Villa Cafe

ADDRESS

Mahavir Astha, Shop No. 3, 1st and 2nd floor,
Near, Utsav Chowk Perimeter Rd, Sector 7,
Kharghar, Navi Mumbai, Maharashtra 410210,
India

FACILITY

Served coffee and Fast Food, Indian Breakfast
dishes

TIMINGS

Monday to Sunday - 10 am To 12 am (Midnight)

ORDER

Dine-in

Takeout

TYPE

No-contact delivery

COMPANY

NAME Dhaba Café

ADDRESS

Swarna Complex, Sector-7, Kendriya Vihar Rd,
Shivali Chs, Sector 7, Kharghar, Navi Mumbai,
Maharashtra 410210, India

FACILITY

Served coffee and Fast Food, North Indian food
cuisine

TIMINGS

Monday to Sunday - 7 am To 12 am(Midnight)

ORDER

Dine-in

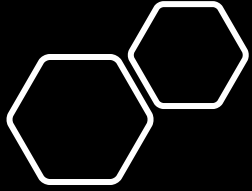
Takeout

TYPE

Delivery

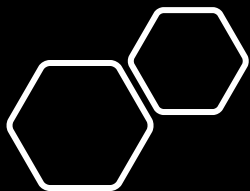
SWOT ANALYSIS





FINANCIAL FORMATION

ESTIMATION OF PROJECT COSTING	
DESCRIPTION	TOTAL COST(INR)
RESTAURANT MACHINERY(IMPORTED)	2,50,000
UTILITIES	400,000
COMPUTERS & SOFTWARE	50,000
INTERIOR	2,00,000
FURNITURE & FIXTURES	100,000
PRE-OPERATIVE EXPENSES	120,000
EMERGENCY COST (CONTINGENCY) (ITEM 1 TO 6)	20,000
WORKING CAPITAL MARKETING FUND	310,000
TOTAL	1,000,000 ¹⁹



FINANCIAL FORMATION

ESTIMATION OF REVENUE EXPENTIDURE

DESCRIPTION	TOTAL COST(INR)
EXPECTED REVENUE	3,600,000
MARKETING	800,000
FIXED COST (RENT)	480,000
UTILITES	240,000
TOTAL (EXPECTED PROFIT FOR YEAR 2021)	2,080,000



CONCLUSION AND SUGGESTIONS

- It is completely feasible to enter in the market for this business
- Competitors mainly posting short length videos on social media for promotion
- OVEN KRAFT (OK) group should post 1 or 2 short videos per week consistently on social media for promotion
- Competitor had created an episode series, where they mainly promote their activities and services, they are offering
- Similarly, OK group should follow the parallel way of ideas to promote on social media such as their competitor
- OK group has unique customers(active on promoting OK group social media pages), so that OK group can offer them some more deals in their following visit
- OK group could send alerts(via call, text, e-mail) to their existing customers about their present activities and deals
- Our competitor using same strategy for attracting customer

Links

- <https://www.businesswire.com/news/home/20200313005289/en/Quick-Service-Restaurants-Market-in-India-is-Projected-to-Grow-at-a-CAGR-Of-Over-18-During-the-Period-2021-2025---ResearchAndMarkets.com>
- <https://www.statista.com/statistics/561263/india-average-fast-food-consumption-per-week/>
- <https://www.worldometers.info/world-population/india-population/#:~:text=The%20current%20population%20of%20India,of%20the%20total%20world%20population.>
- Google search engine for image search and competitor analysis
- Kaggle.com for Zomato dataset



THANK YOU