

# GradGrub

Mobile food outlet in Oxford, England

# Concept

- Launch mobile food outlet called GradGrub targeted at uni students
- Brand promise = cheap, healthy food
- Focus on healthy hamburgers
- Test first outlet in Oxford, England:
  - university city
  - small city (pop. ~ 150,000)
  - lots of university students

# Key questions

Q1: What is the optimum location for the food truck?

Q2: What are the competitor hamburger outlets in Oxford?

# Data

1. List of Oxford's 45 colleges and halls (csv file)
2. Foursquare location database – GradGrub's competitors

# Oxford colleges





Optimum location

Directly outside St John's  
College on St Giles road



# Competitors

- 12 direct competitors that specialize in burgers
- Several direct competitors that specialize in food trucks
- Numerous indirect competitors that specialize in American food

# Burger Joints

**Visualize the Burger Joints nearby**

```
In [40]: dataframe_filtered.name
```

```
Out[40]: 0          Tommi's Burger Joint
1  The Spicy Chicken Burger Joint Formerly Known ...
2          Organic Burger Van
3          Burger King
4  Gourmet Burger Kitchen
5          Debenhams
6  Whitehouse Road
7          Burger King
8          Byron
9  Peppers Burgers
10         Craft Burger
11         Atomic Burger
Name: name, dtype: object
```



# Conclusion

- GradGrub could carve out a niche as the only mobile food outlet offering hamburgers to students in Oxford
- GradGrub has two distinct advantages:
  - 1) centrally located to the colleges
  - 2) carries lower overheads as a food truck