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)

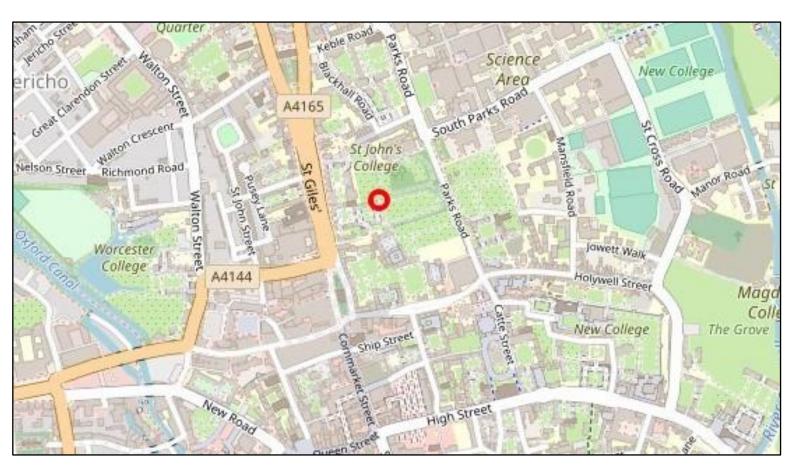
2. Foursquare location database – GradGrub's competitors

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

Conclusion

 GradGrub could carve out a niche as the <u>only</u> 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