



VIGÓR

Sandwich | Salad | Soup



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01

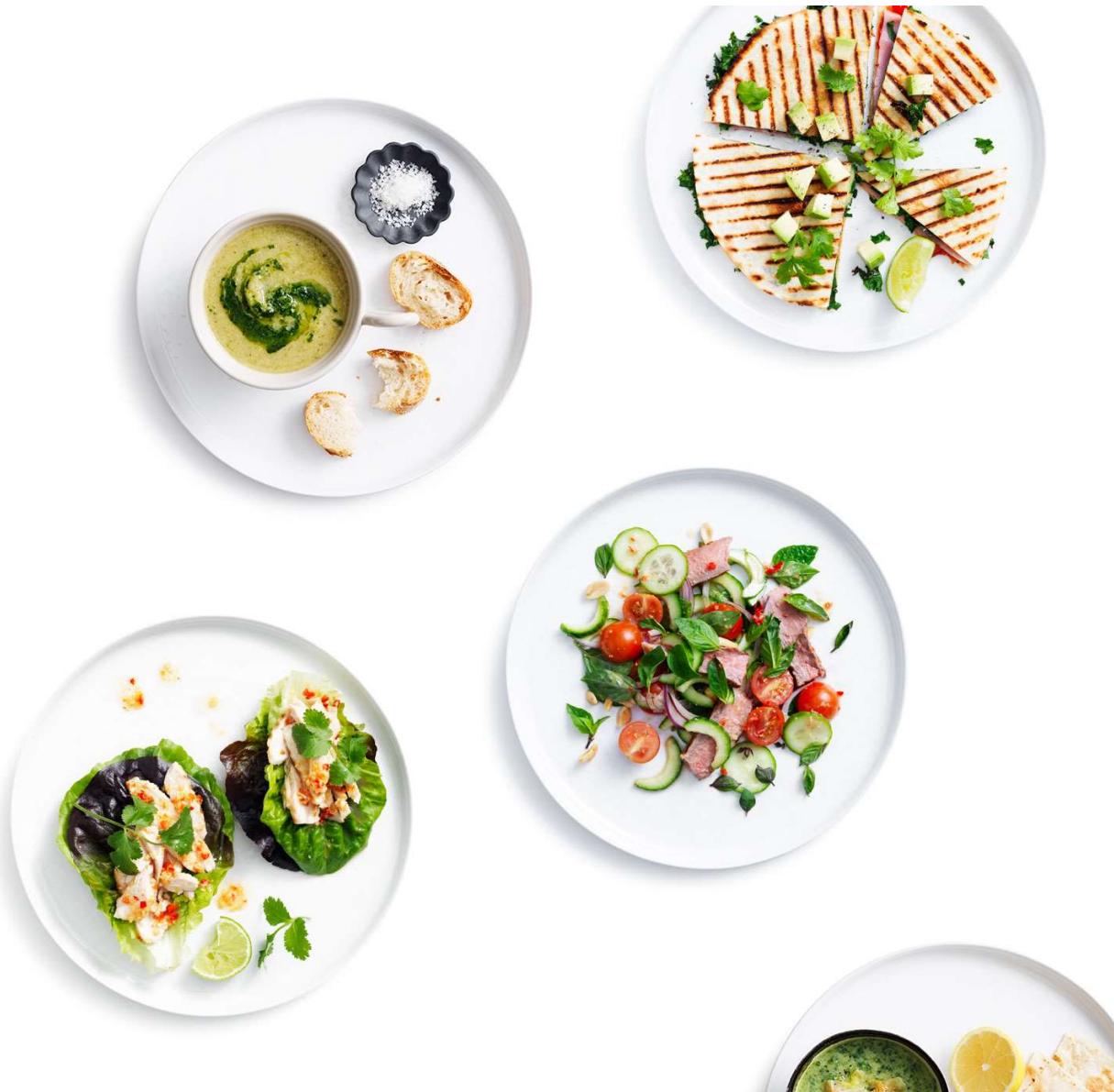
Business Prototype



Organic Food
Made Fresh
for Leisured and Busy People

CLEAN CUSTOMISABLE CONVENIENT

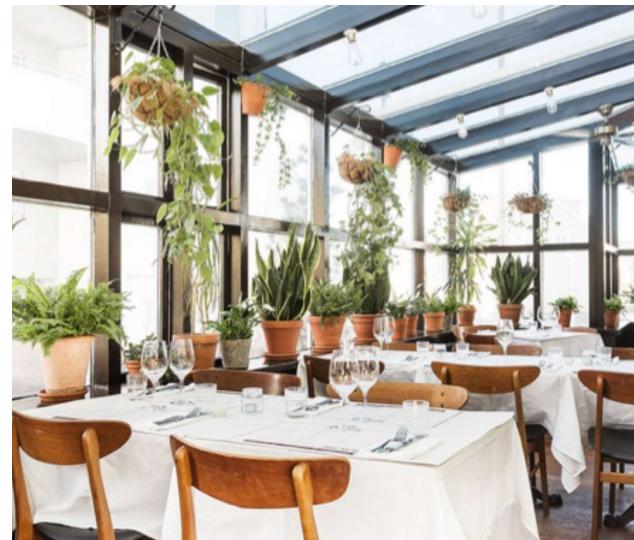
We provide extraordinary food experience for people who enjoy meals that are sourced naturally and ethically and adjustable to suit their own tastes, dine-in or being delivered.



Value Proposition

Create a Synergy Offline and Online

With flagship restaurants located at the heart of megacities and complementary cafeterias spread over the city's commercial zones and surrounding towns, customers can enjoy real food anytime, anywhere, and in the style they need.



VIGOR +

High-end restaurants serving organic gourmet food

- 01 Experiencing
- 02 Socialising
- 03 Relaxing

VIGOR

Compact café with online ordering system providing everyday nutrition

- 01 Breakfast
- 02 Workday brunch/lunch
- 03 Work-out meals

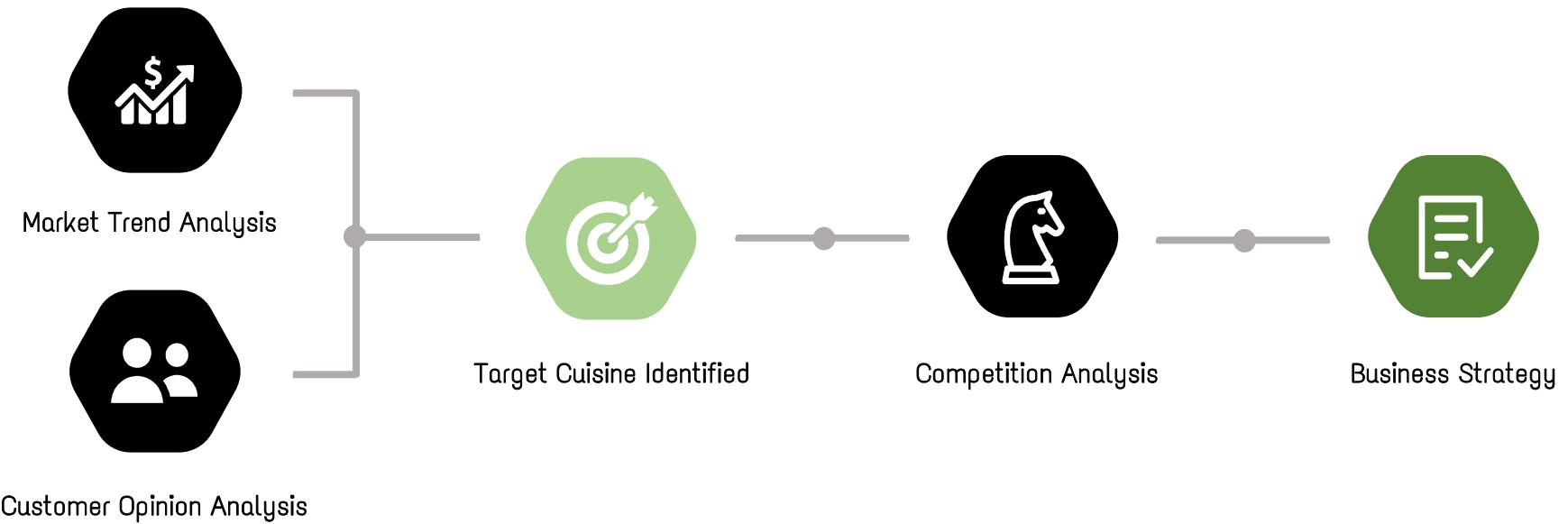


02

Strategy Outline



Strategy Analysis Methodology



Market Trend Analysis



Market Research

- ✓ Preferences for **healthier** food options
- ✓ Care more about **environment** sustainability
- ✓ Technological advancements



Data Analytics



Market Segmentation



Segment Trend Analysis

<https://assets.kpmg/content/dam/kpmg/pdf/2016/07/An-Appetite-For-Change.pdf>

Market Trend

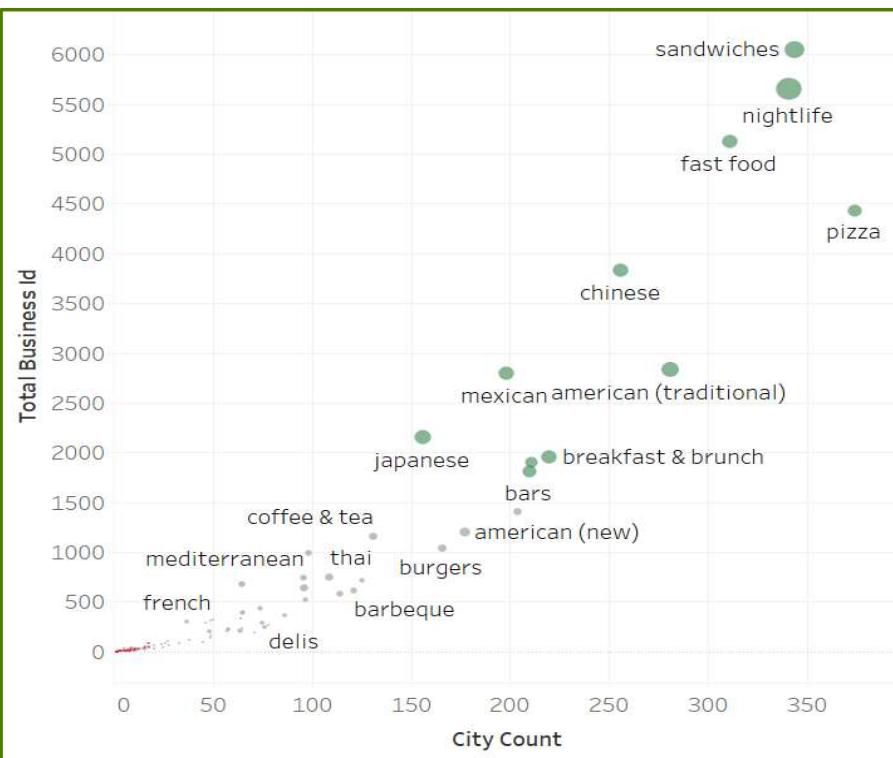


Market Trend Analysis - Data Analytics

1

Segmenting Markets Based on

- Market Size
- Geographic Coverage
- Popularity

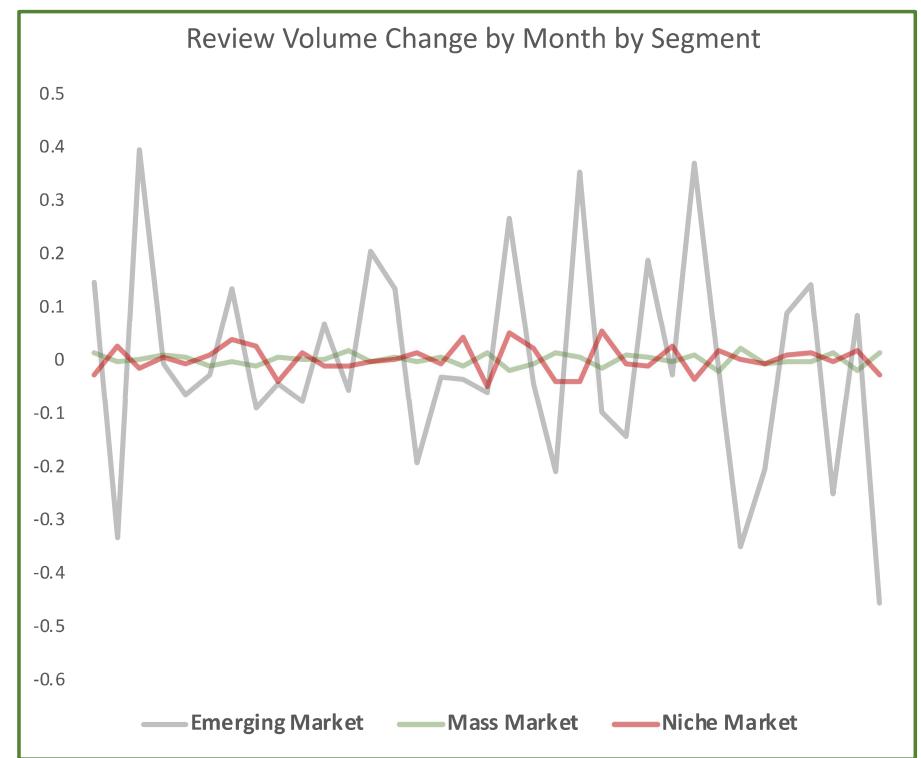


Market Trend

2

Measuring Trend within Each Segment

- Review Volume Change Premium: Average Review Volume Increase Rate Per Cuisine Per Month - Market
- Review Increase Rate



Market Trend Analysis - Data Analytics



Mass Market

- Saturated segment, wide customer base
- Very high geographic coverage
- Includes Chinese, Breakfast & Brunch, Sandwiches etc.

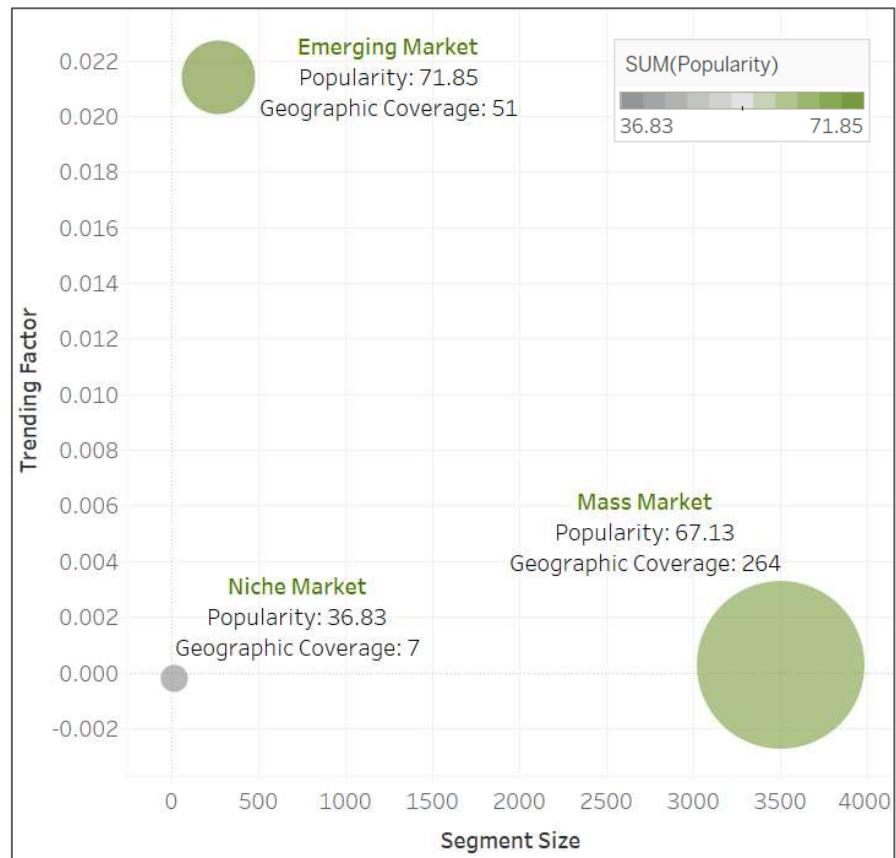
Emerging Market

- Relatively small segment, medium geographic coverage
- Relatively high popularity
- Includes Health, Hot pot, Beer etc.

Niche Market

- Very niche and small segment
- Localised, low geographic coverage
- Includes Middle eastern, African, Asian Fusion etc.

Segmenting All Cuisines to Three Markets



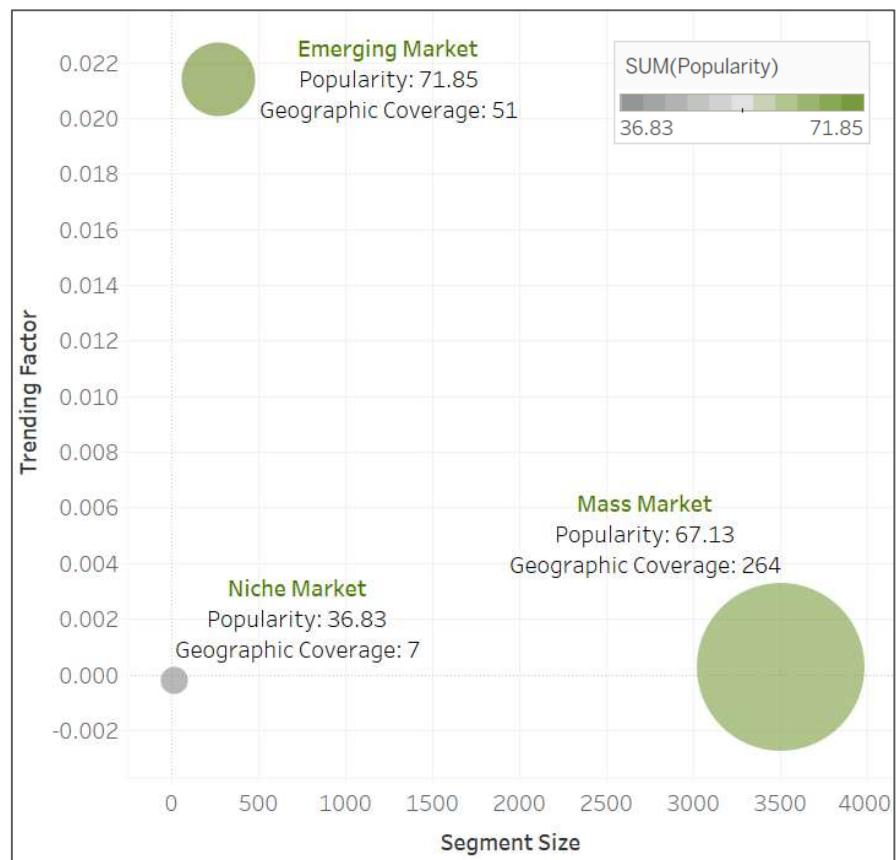
See Appendix for the relevant measurement method.

Market Trend Analysis - Data Analytics



Market Trend

Segmenting All Cuisines to Three Markets



See Appendix for the relevant measurement method.

Customer Opinion Analysis



What did people say about a **successful** restaurant?

Customer Opinion Analysis



What did people say about a **successful** restaurant?

1

Find out the successful restaurants



High Popularity



High Customer Satisfaction



Ongoing Business

2

Analyse the customer reviews on those successful restaurants

3

Output four main key topics

Customer Opinion Analysis



What did people say about a **successful** restaurant?

1

Find out the successful restaurants



High Popularity



High Customer Satisfaction



Ongoing Business

2

Analyse the customer reviews on those successful restaurants

3

Output four main key topics

- **Healthy food**
- **Brunch or breakfast food**
- **Fast food or food which are easy and quick to make**
- **Friendly staff, good services and nice atmosphere**

Target Cuisine Identified



Market Trend Analysis



Preferences for **healthier** food options

Mass Market

- Saturated segment, wide customer base
- Very high geographic coverage
- Includes Chinese, **Breakfast & Brunch**, Sandwiches etc.

Emerging Market

- Relatively small segment, medium geographic coverage
- Relatively high popularity
- Includes **Health**, Hot pot, Beer etc.



Customer Opinion Analysis

- Healthy food
- **Brunch or breakfast food**
- Fast food or food which are easy and quick to make
- Friendly staff, good services and nice atmosphere

Target Cuisine Identified



Market Trend Analysis



Preferences for **healthier** food options



Customer Opinion Analysis

- Healthy food
- Brunch or breakfast food
- Fast food or food which are easy and quick to make
- Friendly staff, good services and nice atmosphere

Healthy Brunch and Breakfast Food

Competition Analysis



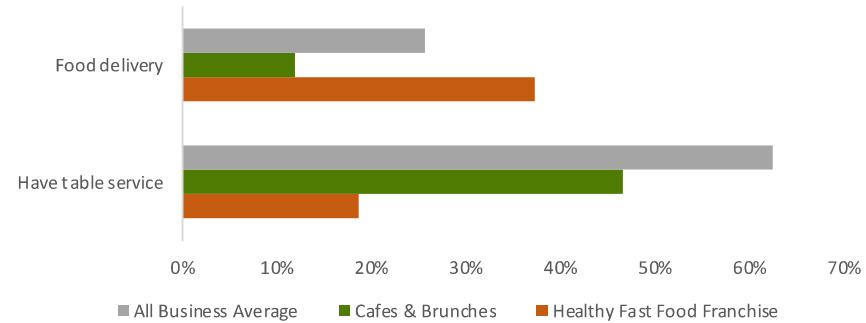
Main Competitors

Healthy Fast Food Franchise
Cafes, Breakfast & Brunches

Geographic Coverage



Business Attributes



Competition Analysis



Main Competitors

Healthy Fast Food Franchise
Cafes, Breakfast & Brunches

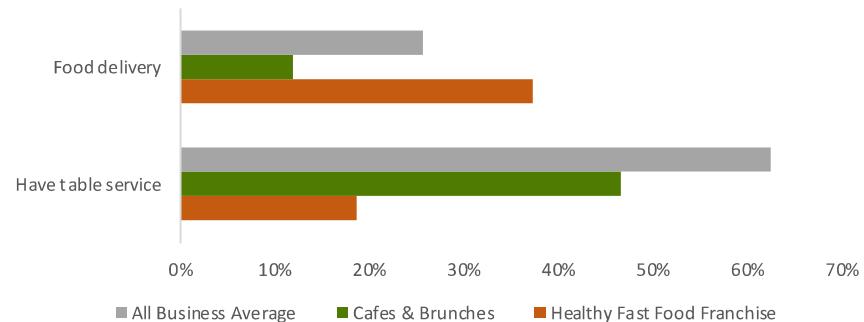
Geographic Coverage



The business has great growth potential in North American market.



Business Attributes



Competition Analysis



Main Competitors

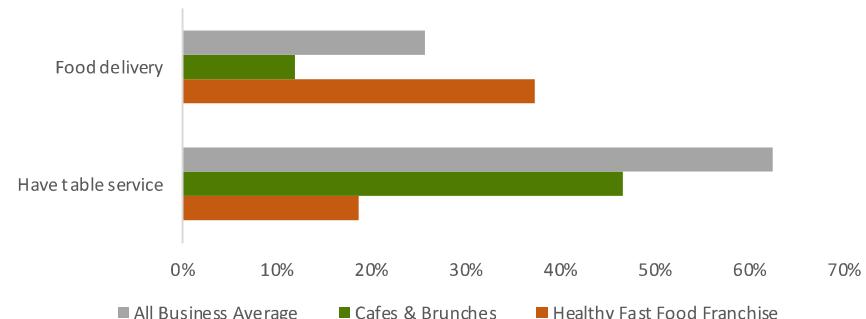
Healthy Fast Food Franchise
Cafes, Breakfast & Brunches

Geographic Coverage



The business has great growth potential in North American market.

Business Attributes



- Necessary to provide food delivery service
- Table service could be a key point to establish competitive advantage

Business Strategy Overview

Cuisine Offered	 Healthy Brunch and Breakfast Food
Target Market	 North America
Strategic Highlights	 Flagship restaurants with high quality service to increase brand awareness
	 Large number of complementary cafeterias to enhance the coverage
	 Provide convenient and time-saving service to customers
	 Takeaway and delivery services
	 Self-designed mobile application which enables customers to order online



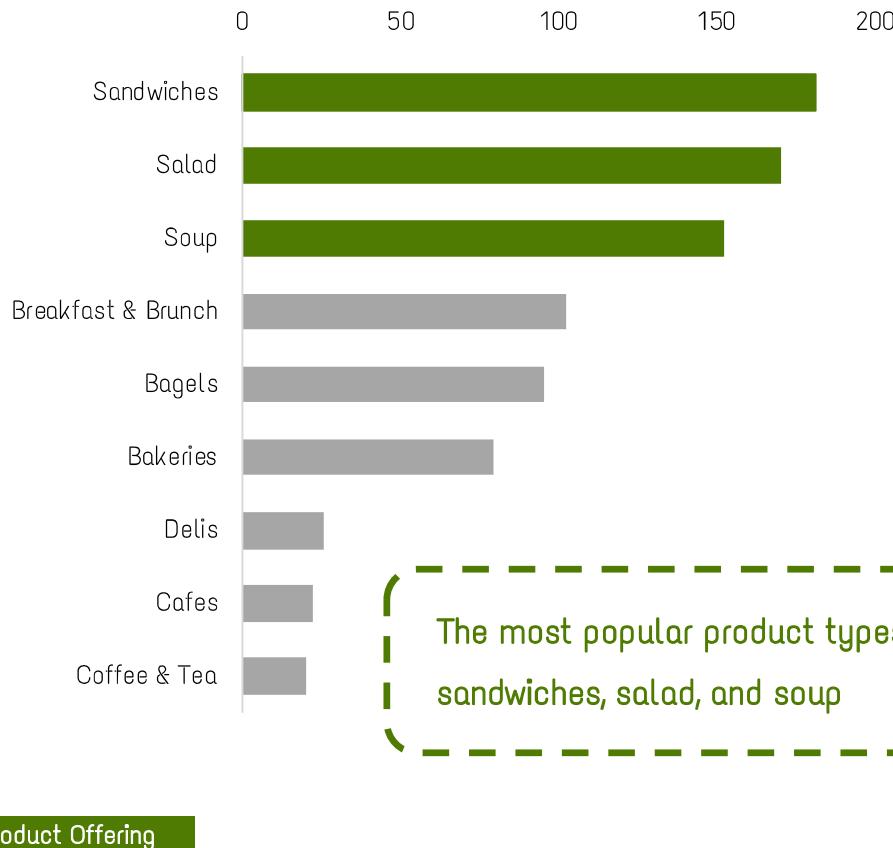
03

Operational Specifics



Tailor the Menu to Embrace the Ideology of Light Meals for Takeaway

Category Count for Healthy Take-away Food



Extract and Cluster Nouns about Food for Each Product Type





Sandwich | Salad | Soup

Enjoy real food anytime anywhere:
www.vigor.com.ca

- Vigor_global
- vigor_north_america
- vigor_north_america

Sandwich

The Vigor Signature [xxxxkCal]	\$\$\$
Rye sandwich with rib, waffle, tomato, avocado, pickle, and lettuce	
The Vigor Classic [xxxxkCal]	\$\$
Rye sandwich with chicken breast, ham, egg, tomato, avocado, and lettuce	
The Vigor Vegie [xxxxkCal]	\$\$
Rye sandwich with waffle oil, mushroom, tomato, avocado, lettuce and seasonal vegie	
The Vigor Sea [xxxxkCal]	\$\$\$
Rye sandwich with tuna, crab, tomato, avocado, lettuce and seasonal vegie	
The Vigor Special [xxxxkCal]	\$\$
Rye sandwich with pastrami, tomato, mushroom, avocado, lettuce and seasonal vegie	

Product Offering

	Salad
The Vigor Signature [xxxxkCal]	\$\$\$
Crab, papaya, shrimp, vegie and secret sauce	
The Vigor Classic [xxxxkCal]	\$\$
Wheat, chicken, tuna, broccoli, vegie, avocado and secret sauce	
The Vigor Vegie [xxxxkCal]	\$\$
Kale, tomato, corn, lemon juice, tofu and secret sauce	
The Vigor Fruit [xxxxkCal]	\$\$\$
Mango, Apple, Strawberries, cranberries	

	Soup
The Vigor Signature [xxxxkCal]	\$\$\$
Beef, bones, mushroom, vermicelli, tomato, veggies (Asian fusion)	
The Vigor Classic [xxxxkCal]	\$\$\$
Clam, crab chowder with seasonal seafood and veggies	
The Vigor Vegie [xxxxkCal]	\$\$
Squash, corn, pea and other seasonal veggies	
The Vigor Chicken [xxxxkCal]	\$\$\$
Chicken, mushroom and veggies lettuce and seasonal vegie	

	Create Your Own
Choose your meal type	Sandwich, Salad, Soup
[Sandwich] Choose your bread	Rye, Sourdough, Flatbread, Whole wheat... Bagel...
[Salad] Choose your base	Brown rice, white rice, coconut rice Green salad...
[Soup] Choose your broth
Choose your protein
Choose your vegetables
Choose your toppings
Extras	...

	Vigor Junior
The Vigor Junior [xxxxkCal]	\$
Chicken Tomato, corn, lemon juice, tofu and secret sauce	
The Vigor Fruit Junior [xxxxkCal]	\$
Mango, Apple, Strawberries, cranberries	

VIGOR Begins in Toronto

Metrics Used to Find Favourable Locations

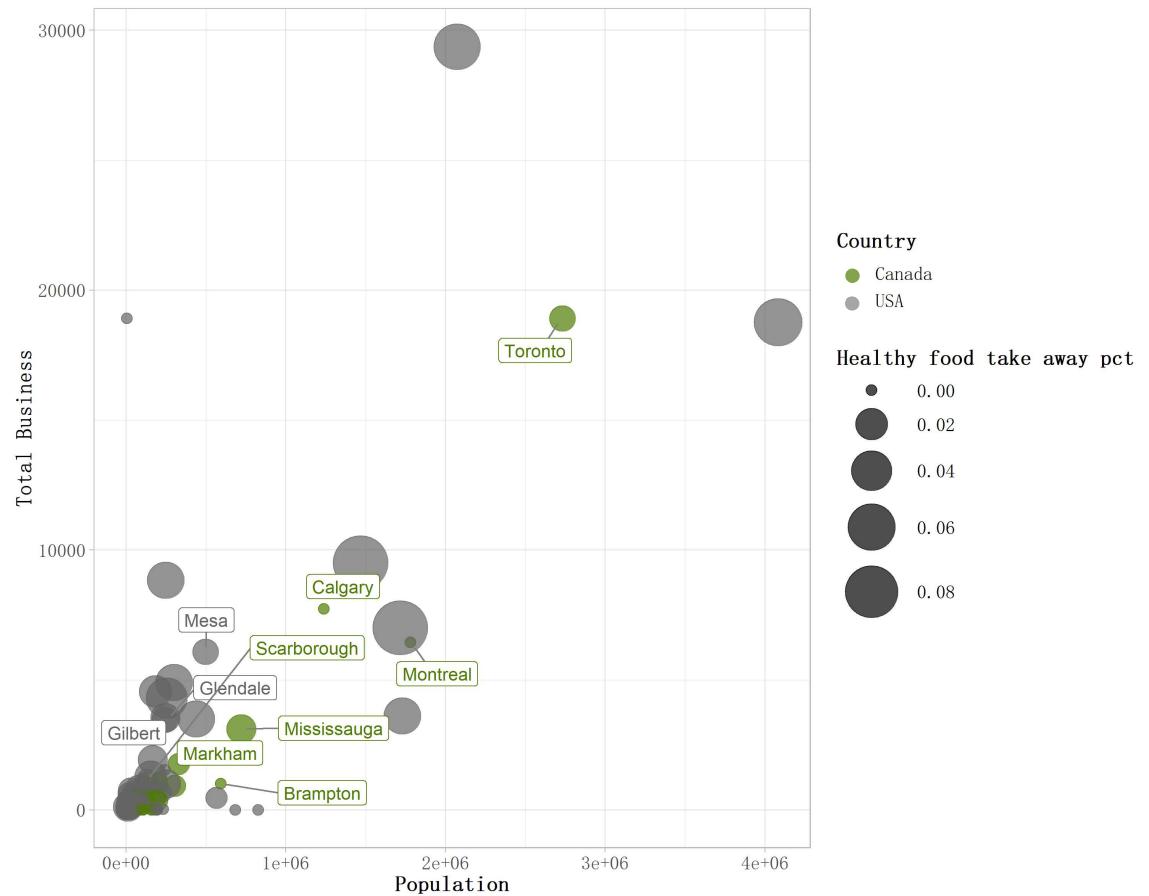
- ① Large population
- ② Large business activity volume
- ③ Low healthy food takeaway service ratio

Shortlisted Candidate Cities

City	Country
Toronto	Canada
Montreal	Canada
Calgary	Canada
Mesa	USA
Mississauga	Canada
Glendale	USA
Gilbert	USA
Markham	Canada
Brampton	Canada
Scarborough	Canada

Location

Visualisation of Metrics for Different Cities in North America



VIGOR Begins in Toronto

CANADA

Toronto

UNITED STATES

Business Locations in Toronto

Our business in Toronto will have one VIGOR + restaurant located at its **downtown area**, and three VIGOR cafeterias located at **York**, **East York**, and **Scarborough**



Location

Data Source : <https://open.toronto.ca/dataset/business-improvement-areas/>

The Total Number of Check-ins Peaks around the Summer-time in the Healthy Food Sector



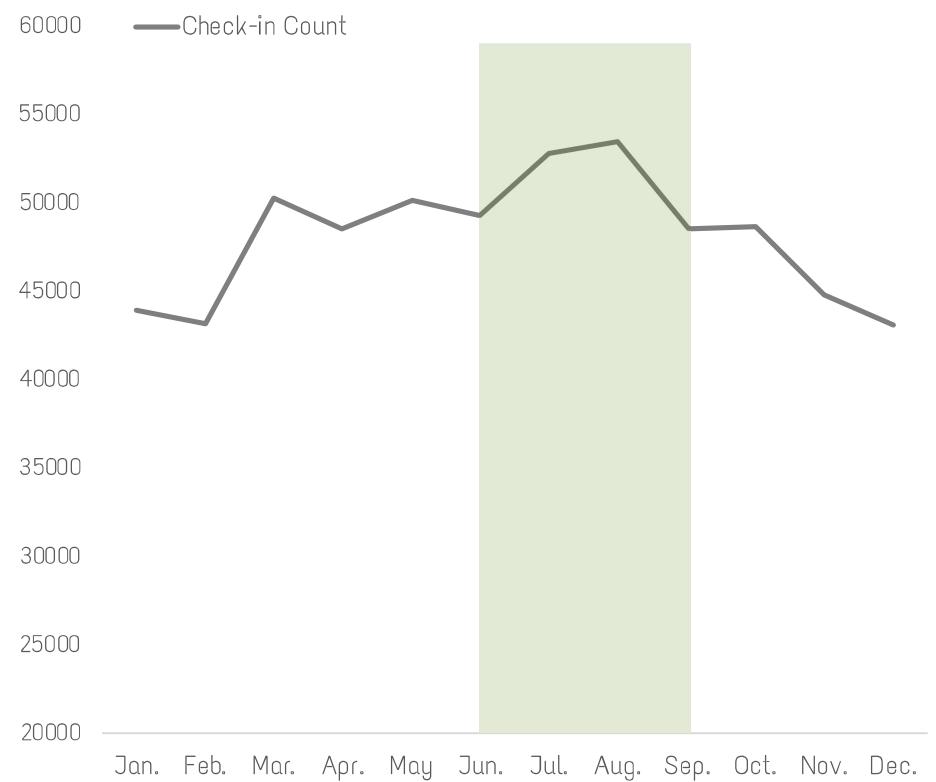
VIGOR+

Open around May and June
Operating hour: 9:30am - 4:00pm

VIGOR

Open around May and June
Operating hour: 8:00am - 10:00pm

Time Series of the Trend of the Total Number of Check-ins per Month



Time