



# **MARKET STUDY FOR A ROBOT-OPERATED CAFÉ IN LOS ANGELES**

SOURCE: DATA FROM OPEN SOURCES ON RESTAURANTS IN L.A.



# Introduction

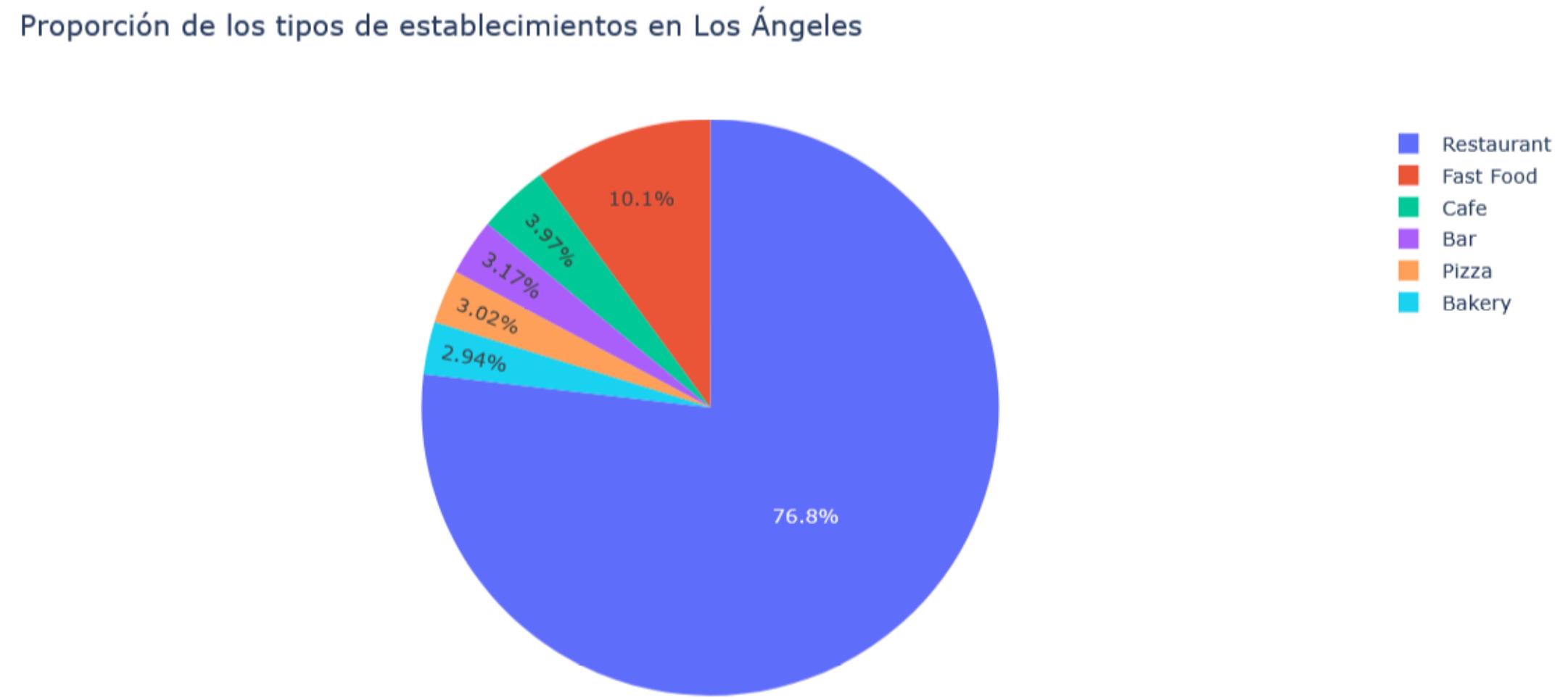


In an increasingly competitive market, identifying opportunities for innovation and business growth is essential. This study analyzes the potential for launching a robot-operated café in Los Angeles.

Through a data-driven approach, this market study aims to:

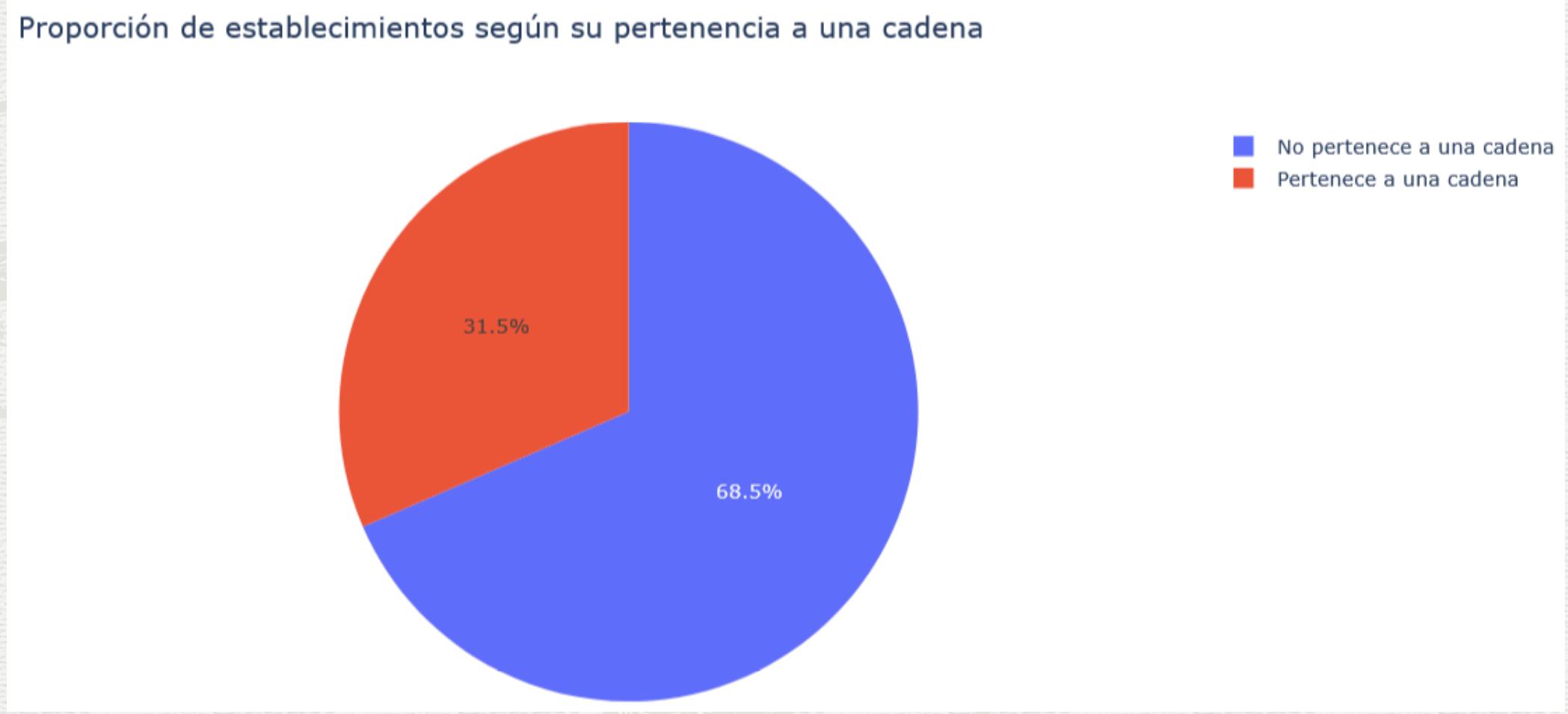
1. Understand the competitive landscape by examining the distribution of different types of establishments.
2. Identify key trends in seating capacity and location to determine optimal business placement.
3. Evaluate the potential for expansion as a chain based on market conditions.

# Los Angeles is a city where restaurants dominate the food service industry, and cafés remain an underdeveloped segment.



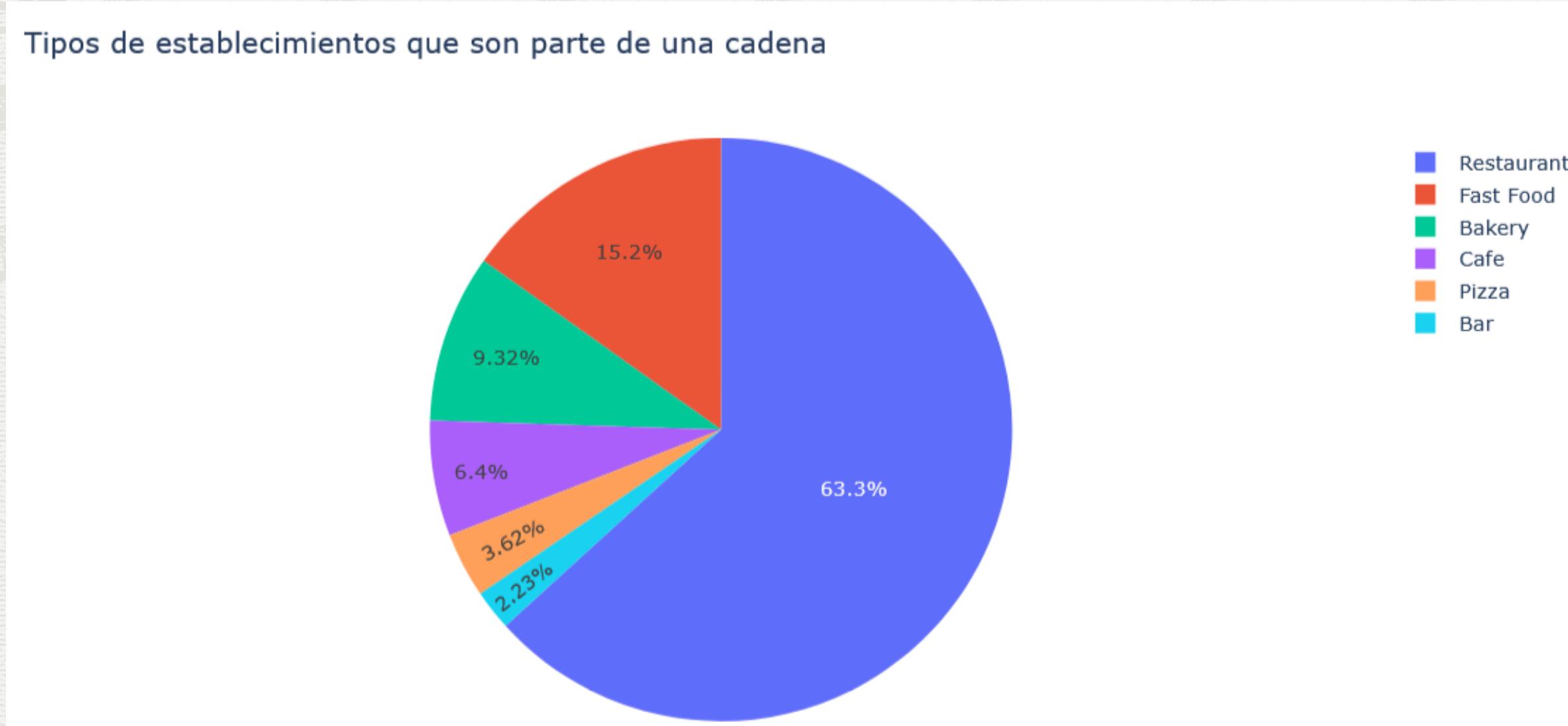
- Restaurants account for 76.8% of all establishments, followed by fast food establishments which make up 10.1% .
- The café industry appears to be underdeveloped in Los Angeles, representing only 3.97% of all establishments.

# Most establishments in Los Angeles are not part of a chain



- **68.5% of businesses are independent and do not belong to a chain.**

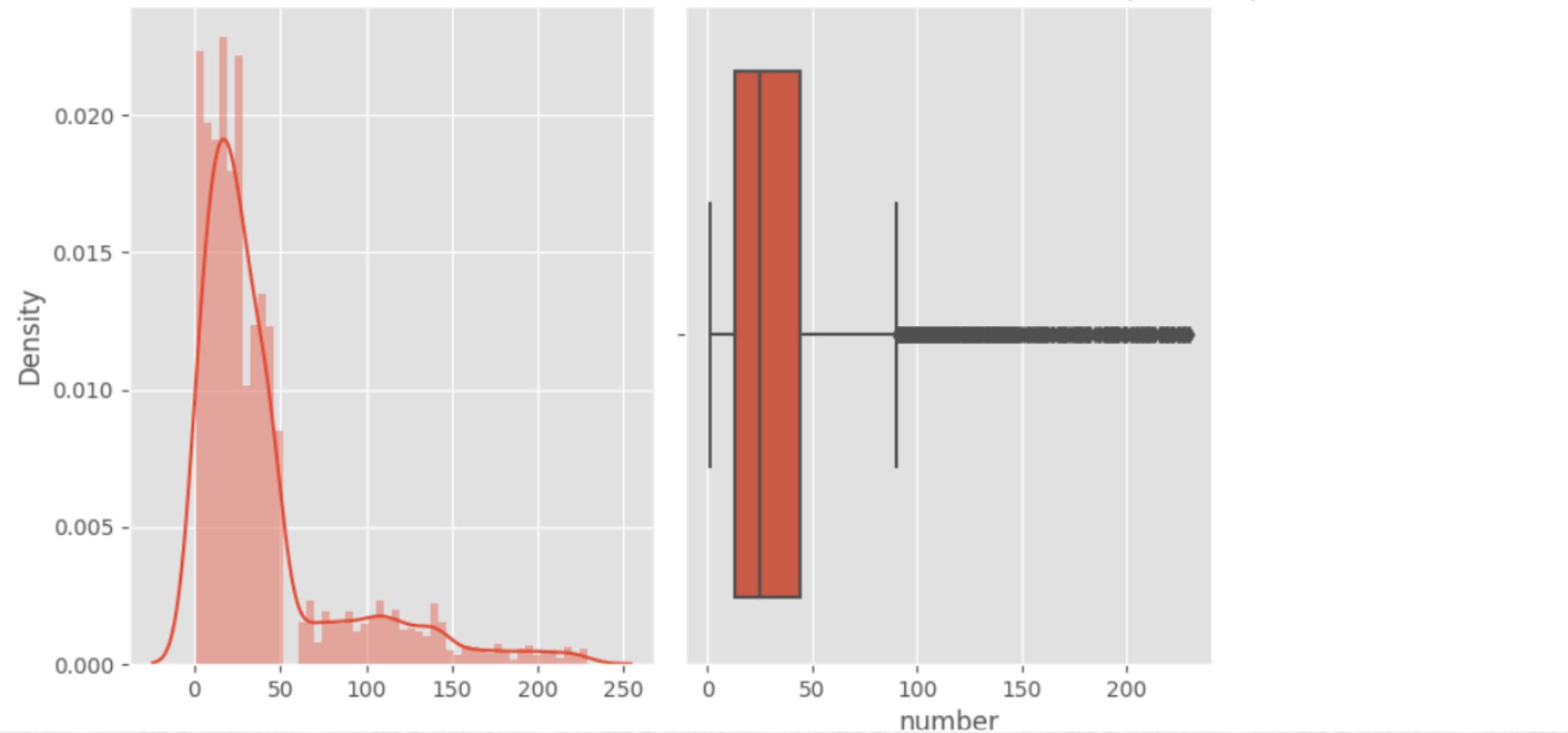
# Among chain establishments, restaurants dominate, followed by fast food outlets



- 63.3% of chain-affiliated establishments are restaurants.
- 15.3% of these businesses are fast food outlets.
- Only 6.4% are cafés.

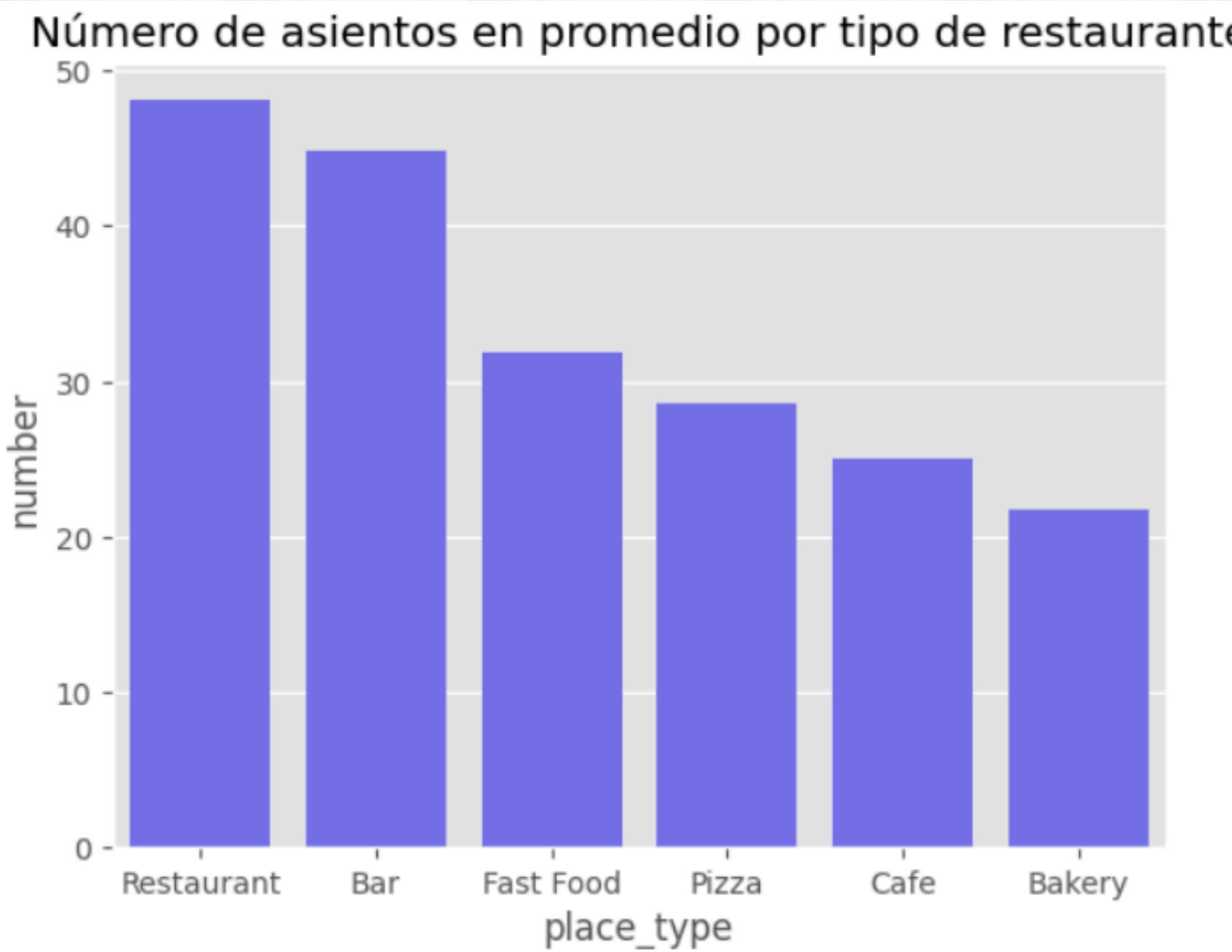
# Chain establishments tend to have a small seating capacity

Distribución del número de asientos en los locales que son parte de una cadena



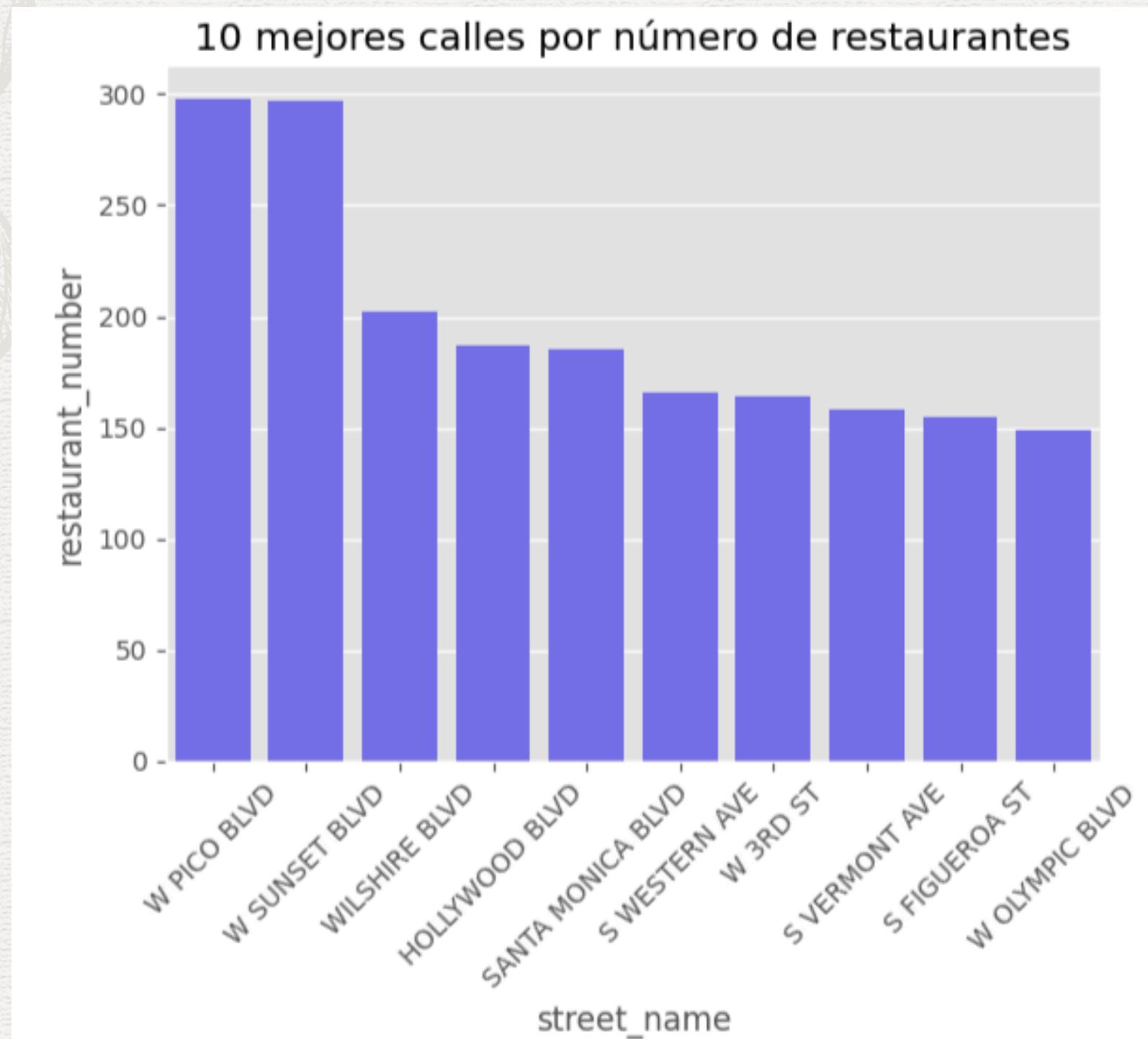
- The histogram shows that most establishments have between 1 and 50 seats.
- The box plot indicates that 75% of establishments have fewer than 50 seats, and only a few have more than 100 seats.

# Restaurants have the highest seating capacity, followed by bars



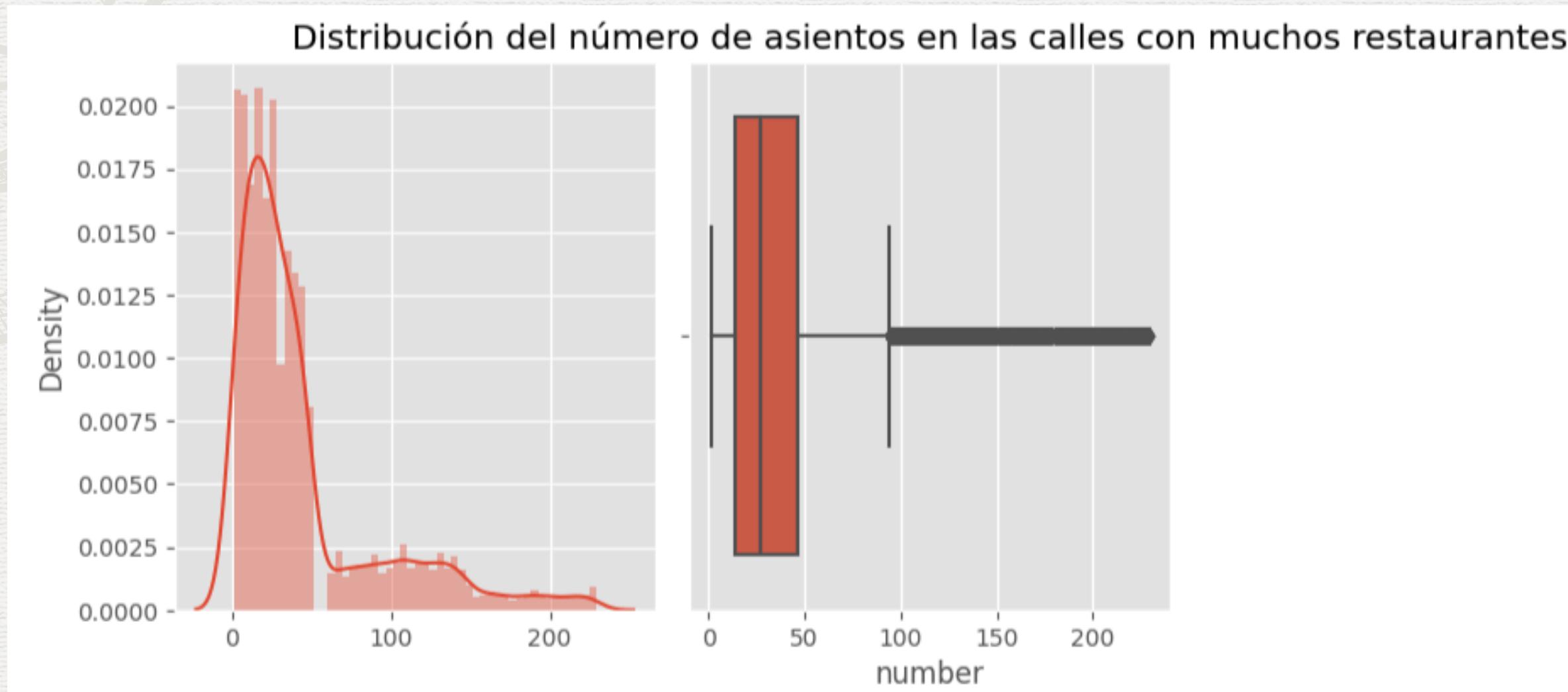
- On average, restaurants have around 50 seats per location.
- Bars also have approximately 45 seats per location.
- Cafés have an average of 25 seats.

# W Pico Blvd and W Sunset Blvd Stand Out as the Top Two Streets with the Most Restaurants



- Both W Pico Blvd and W Sunset Blvd have nearly 300 establishments.
- Wilshire Blvd is also a strong option, with over 200 restaurants.
- Hollywood Blvd and Santa Monica Blvd also have a significant number of restaurants, though they are not as densely packed as the top three.

# In Streets with Many Restaurants, Seating Capacity Also Tends to Be Low



- The histogram reveals that most restaurants in high-density areas have between 0 and 50 seats.
- The box plot confirms that 75% of restaurants have fewer than 50 seats, with only a few exceeding 100 seats.



# Recommendations

A robot-operated café could be a unique and innovative business opportunity in a market dominated primarily by restaurants. However, the following recommendations should be considered:

- Seating capacity should range between 25 and 50 seats but should not exceed 50 seats, as most establishments in Los Angeles have a limited number of seats.
- The business should be located on one of the top 10 streets with the highest number of establishments, such as W Pico Blvd or W Sunset Blvd. Alternatively, it could be positioned on streets like Wilshire Blvd or Hollywood Blvd, where there is less competition.
- It's not recommended to open a chain, at least not initially, since the presence of chains in the city is fairly rare, specially for cafés. However, it's recommended to consider the possibility of expanding the business if the café proves to be profitable,



THANK  
YOU.