



Robot-Run Café L.A.

MARKET CONDITION ANALYSIS

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General conclusions

75% are Restaurants with 48 seats on average

62% are Non-chained establishments

All Bakeries are chained establishments

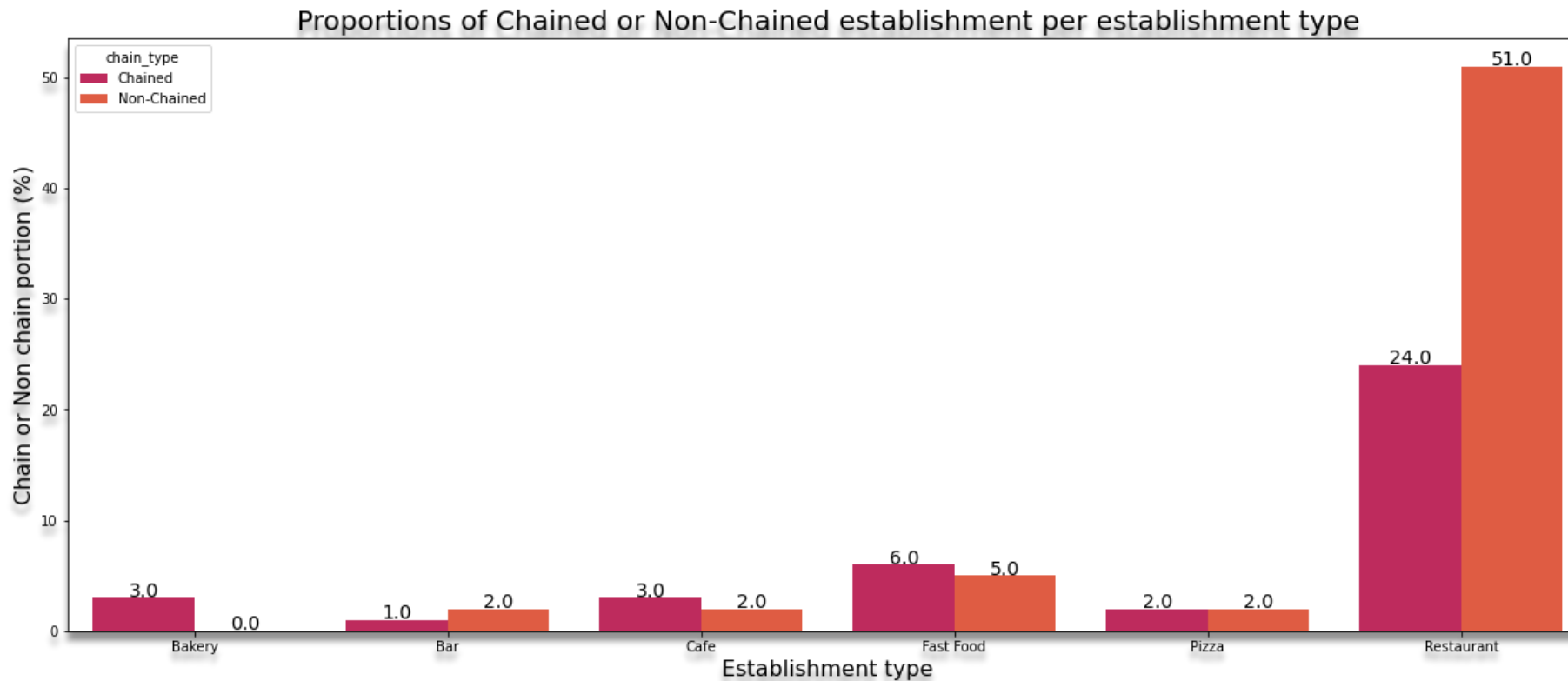
Chained establishments have 39 seats on average.

Top streets are – Sunset, Wilshire and Pico

there are 185 streets with only one establishment

- Mostly restaurants and non-chained

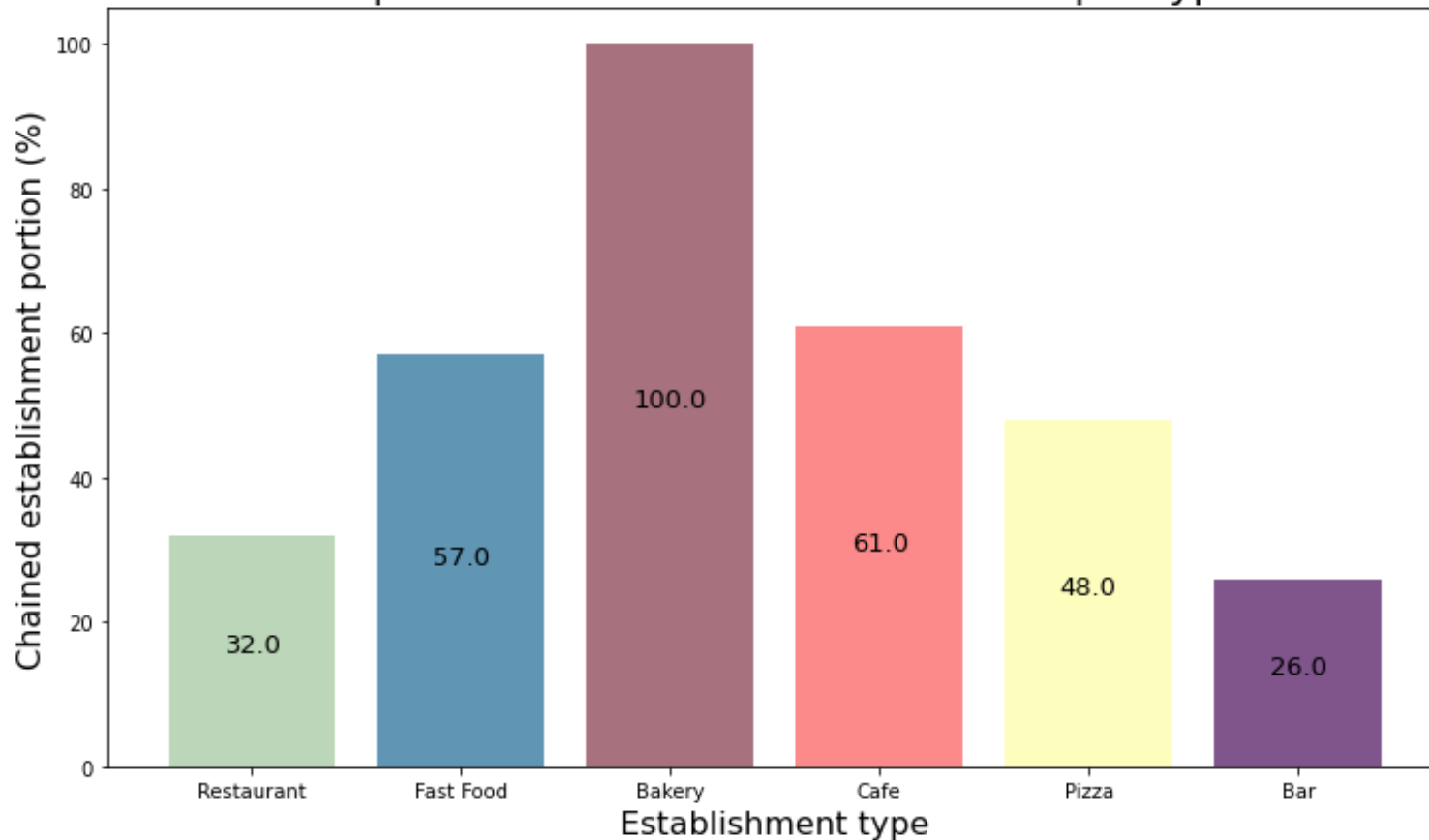
Portion of establishments types



- ▶ Café represents only 5% of all establishments on Los Angeles.
- ▶ 3% of Cafes are chained establishments

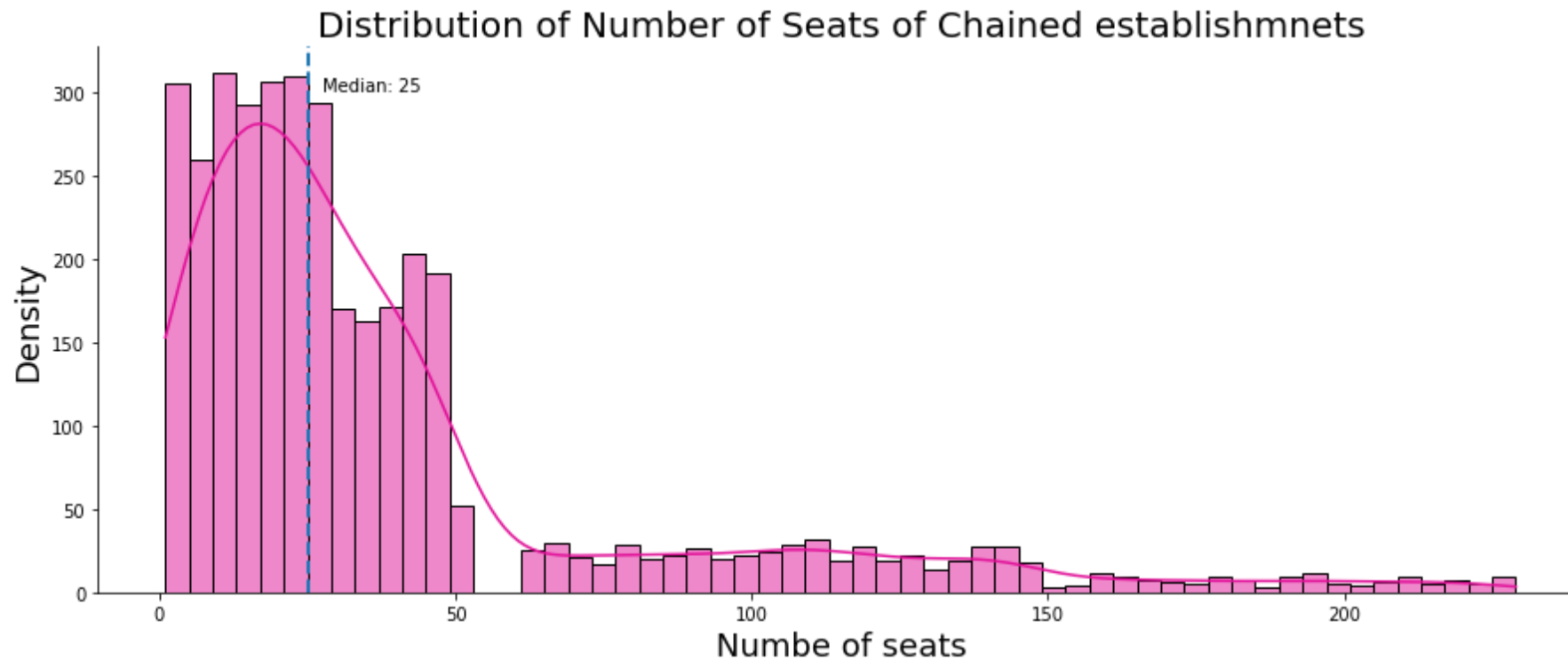
Portion of chained establishments

Proportions of Chained establishment per type



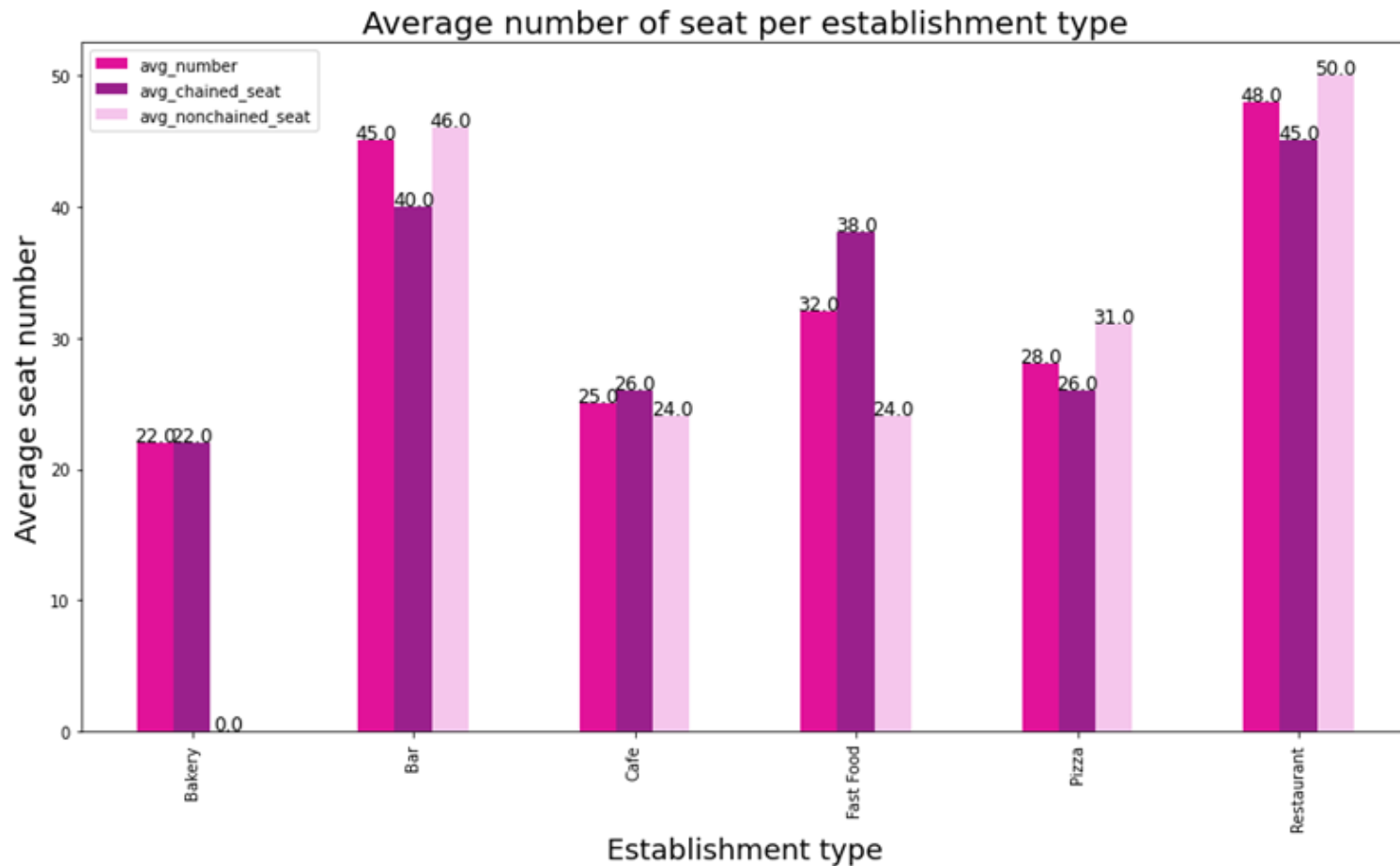
- Even though that café represent only 6% of all establishments, 61% of them are chained!

Distribution - number of seats in chained establishments



- Most chained establishments have less than 50 seats.

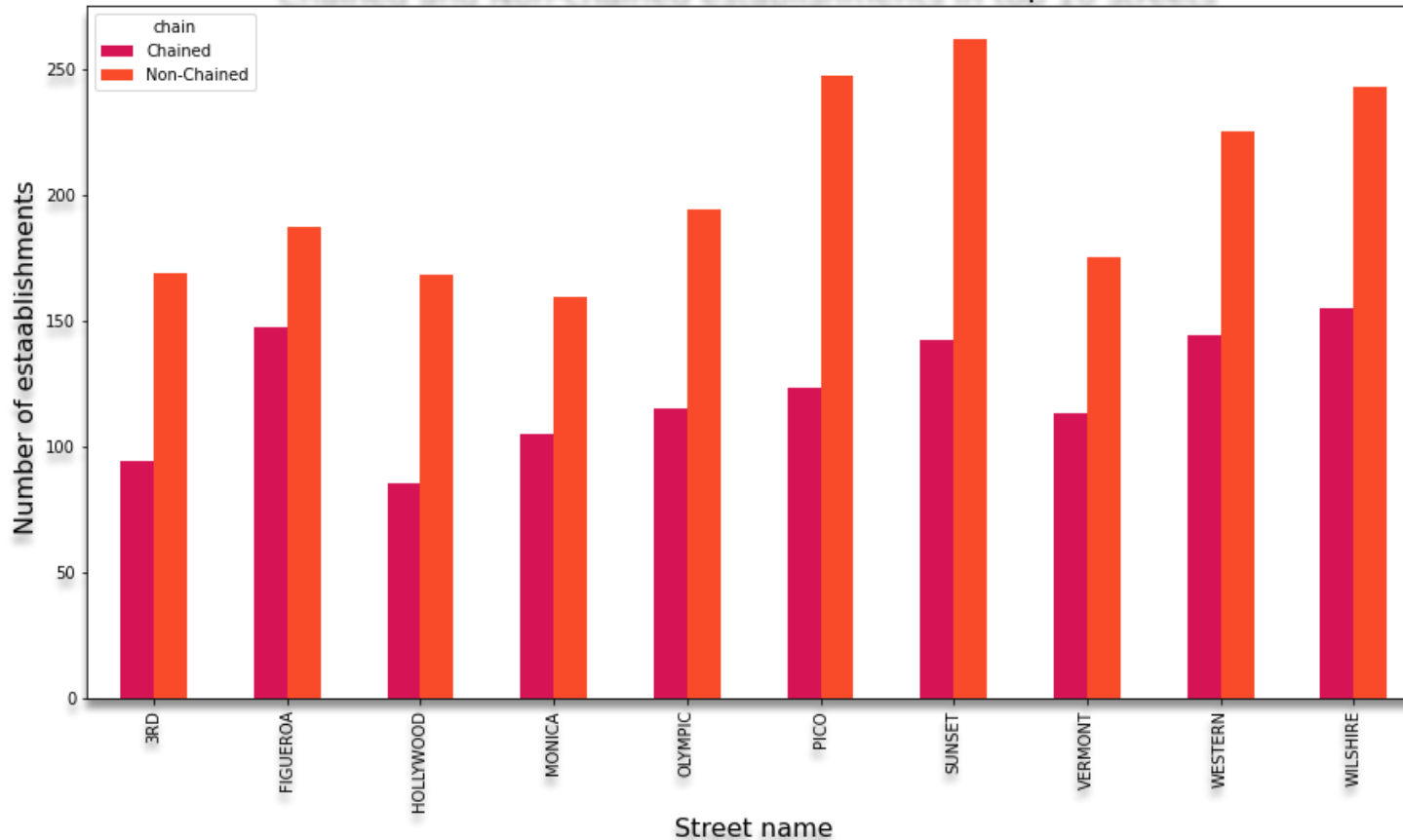
Average number of Seats in various establishment types



► Non-chained Café Have 26 Seats.

Top 10 streets

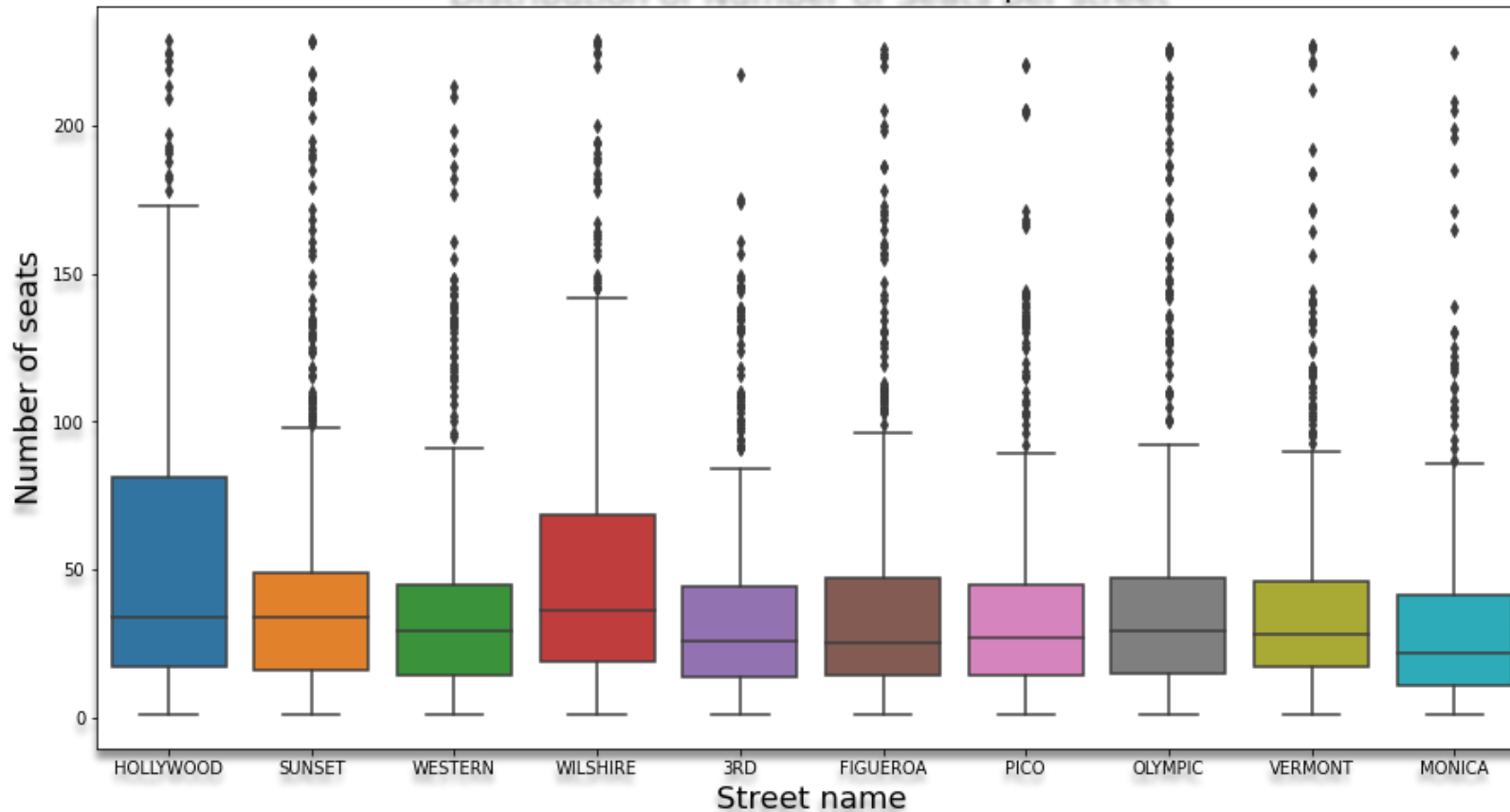
Chained and Non-chained establishments in top 10 streets



► Sunset and Pico have the highest number of non-chained establishments

Distribution – number of seats in top 10 streets

Distribution of Number of Seats per street



- ▶ Wilshire has the highest average number of seats
- ▶ Hollywood has the large range number of seats

Why invest in Robot-Run L.A.

What?

- ▶ Non-chained
- ▶ Number of seats 25-50
- ▶ Around Sunset, Wilshire and Pico

Because?

- ▶ Unique establishment attracts more visitors
- ▶ To compete with existing Café
- ▶ Overcome competitiveness