

A wooden desk with a laptop, glasses, a pen, a smartphone, and a cup of coffee. The text 'Establishing' is written in white serif font.

Establishing

WADAPAV BUSINESS

CASE

STUDY

By Dinesh Yadav

Data Analysis plan template

Person Conducting Analsis	Dinesh Yadav	Date : 12 May'2020
Mentor	Mr. Bose	
Overview - A man from the Shivaji Nagar, Pune want to open new Wada Pav shop		Problematic Area - Require strategy to establish & develop his business as already 4 more Wada Pav shop in same area
Analysis - Market Research Analysis Bar & Column Chart Pie diagram & Pareto Analyze the competitors Machine Learning Model – Scatter diagram SWOT Analysis		Project Methodology - Qualitative analysis
		Project cost : 35,000 INR

PRICE DECISION

Price Determination

6 Factors Affecting
Price Determination
of Product

Cost of production – Minimum Rs 4.5

Average Competitor's prices Rs 10

Customer Demand – Taste &
Hygiene

Target Market - Medium class &
High class

Objectives - High quality of product
at reasonable cost

Brand Image

Category	Basic	Medium	High	Premium
Price	Rs 8.00	Rs 10.00	Rs 15.00	Rs 25.00

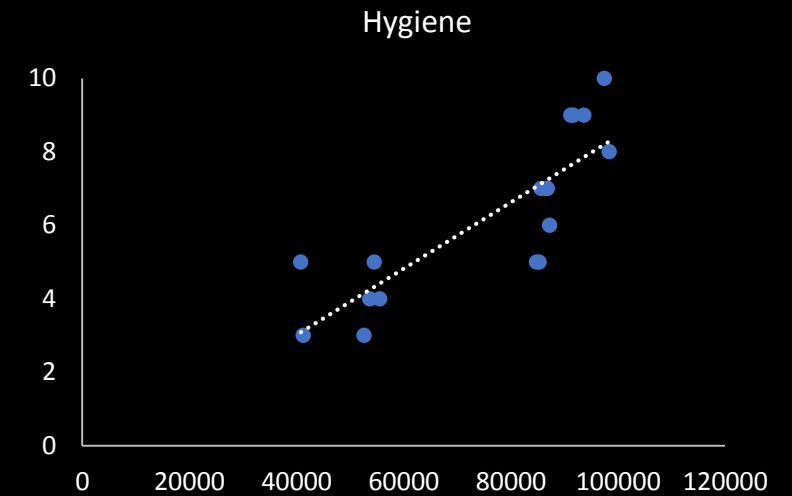
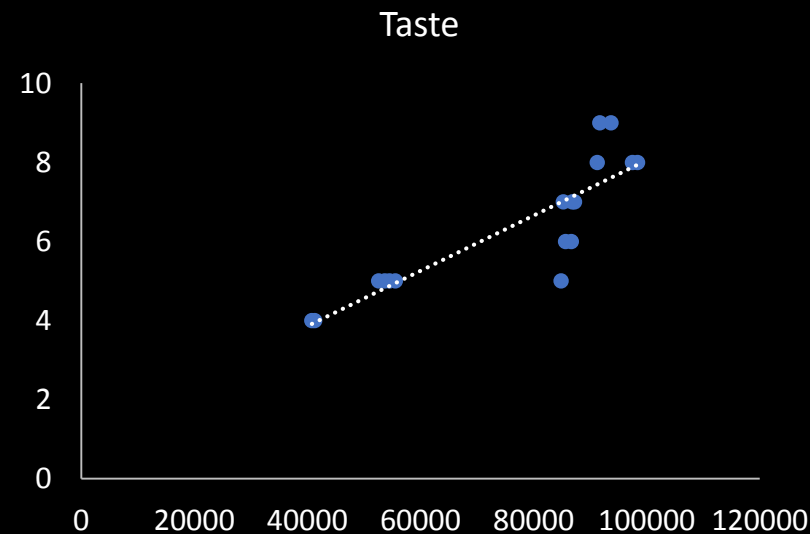
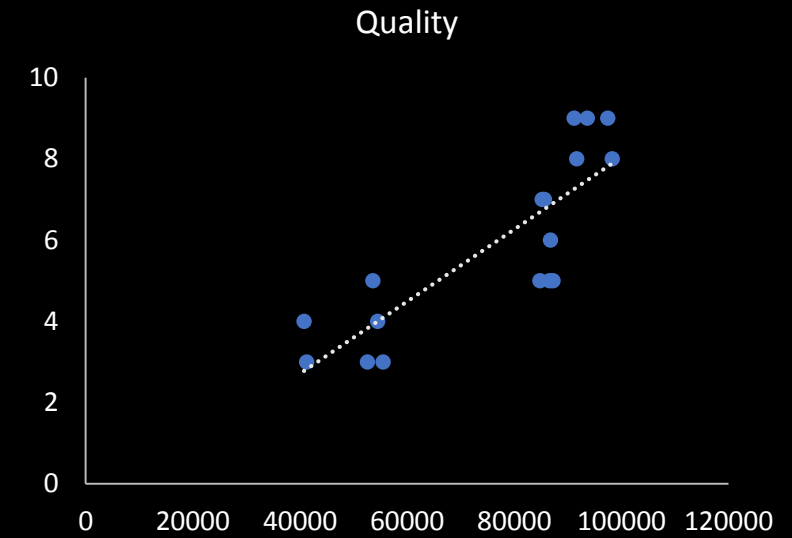
Why me ?



Machine Learning Model

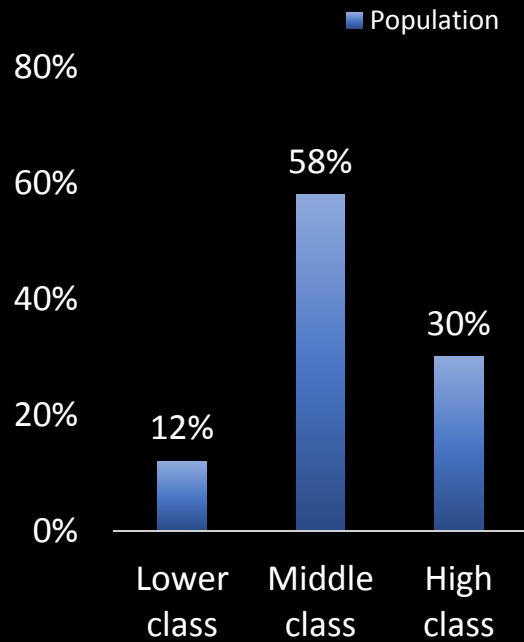
Revenue	Taste	Quality	Hygiene
91684	9	8	9
97466	8	9	10
91222	8	9	9
93668	9	9	9
98350	8	8	8
85642	6	7	7
86642	6	5	7
87252	7	5	6
86807	7	6	7
84831	5	5	5
85253	7	7	5
54518	5	4	5
53656	5	5	4
41257	4	3	3
55562	5	3	4
52616	5	3	3
40795	4	4	5

<i>Correlations</i>	<i>Revenue</i>	<i>Taste</i>	<i>Quality</i>	<i>Hygiene</i>
Revenue	1			
Taste	0.86433	1		
Quality	0.83743	0.89673	1	
Hygiene	0.83199	0.87585	0.91054	1

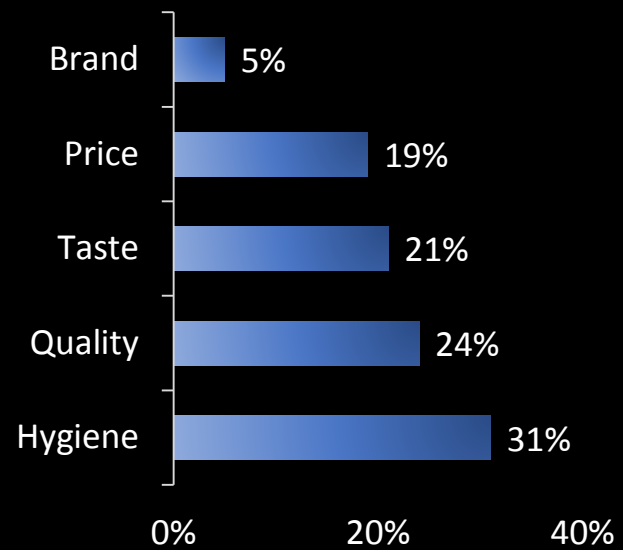


Business Insights

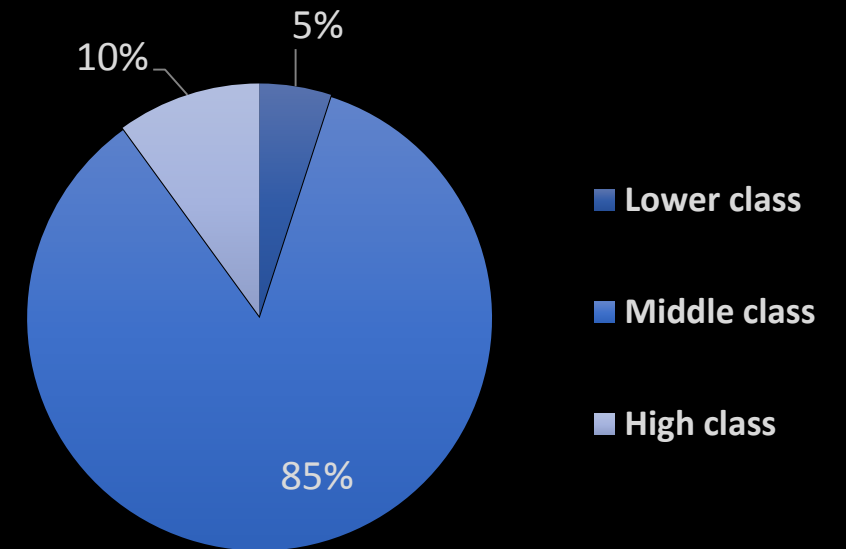
Target Market Identification



Market's Spending Habits and Preferences



Vadapav Consumers



Business Insights

Target Market Project

Type	Category	Price	Opening offer (only 1 from each category)	Discount	Description
Product 1	Basic	Rs 8.00	Free	100%	Basic
Product 2	Medium	Rs 10.00	Rs 2.00	80%	Extra corn flakes
Product 3	High	Rs 15.00	Rs 5.00	67%	Mayonnaise /Chees Vadapav
Product 4	Premium	Rs 25.00	Rs 10.00	60%	Mayonnaise /Chees Vadapav + Extra corn flakes + Prepare as per the customers requirement

Analyze The competitors

Average price	Rs 10.00
Service level	6.5/10
Waiting period	9 min
Home Delivery	2%
Online order	0%
Advertisement	12%

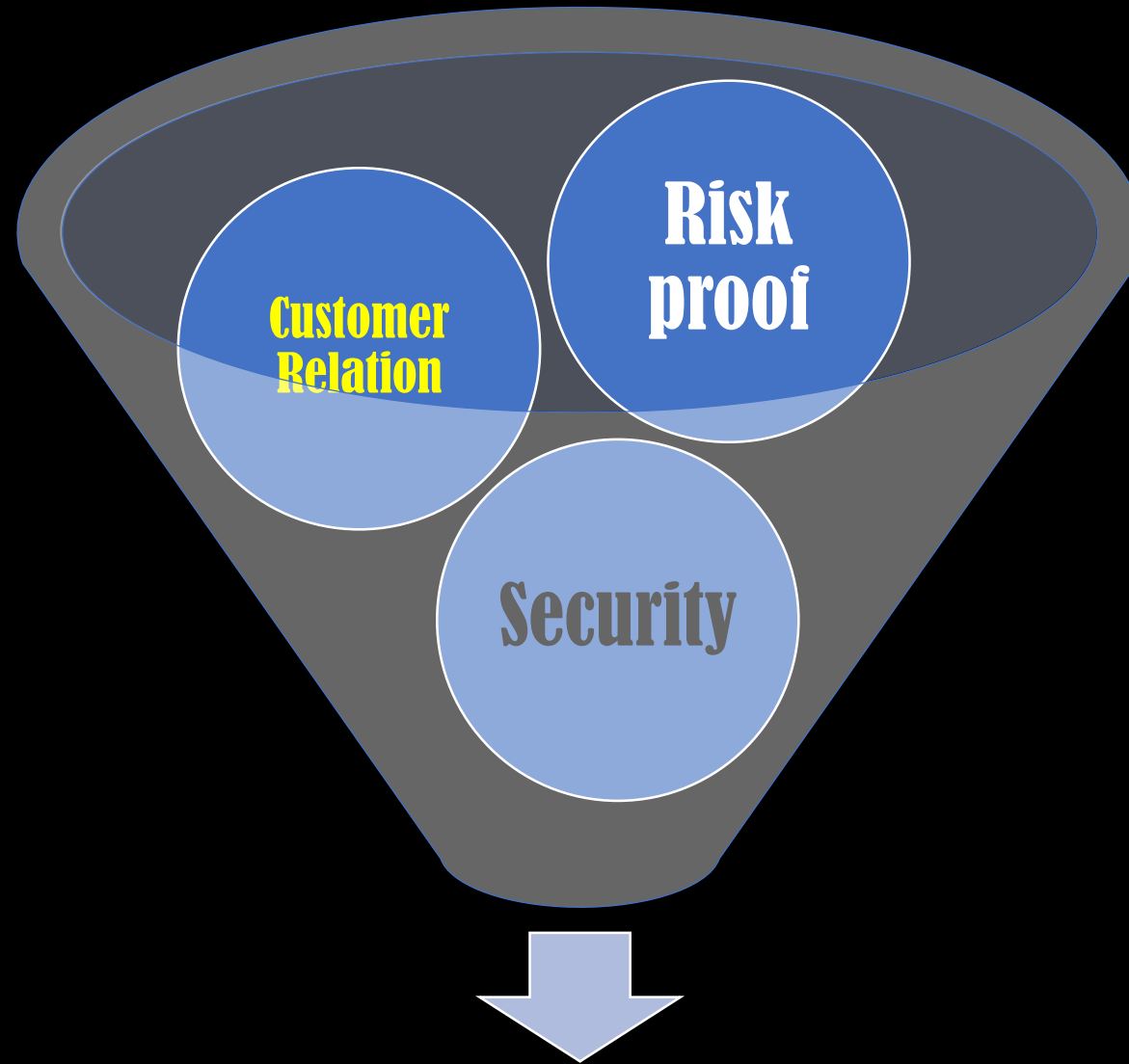
SWOT Analysis

Strengths	Experienced staff, Market analysis
Weaknesses	Facing competition from serval established brands
Opportunities	Social medial presence is being improved with brand update
Threats	Price hike of raw materials

Customers Attraction



Impact



Strong Business Base

Any Question

Thank you