



# PROJECT ROBOT CAFE – MARKET STUDY

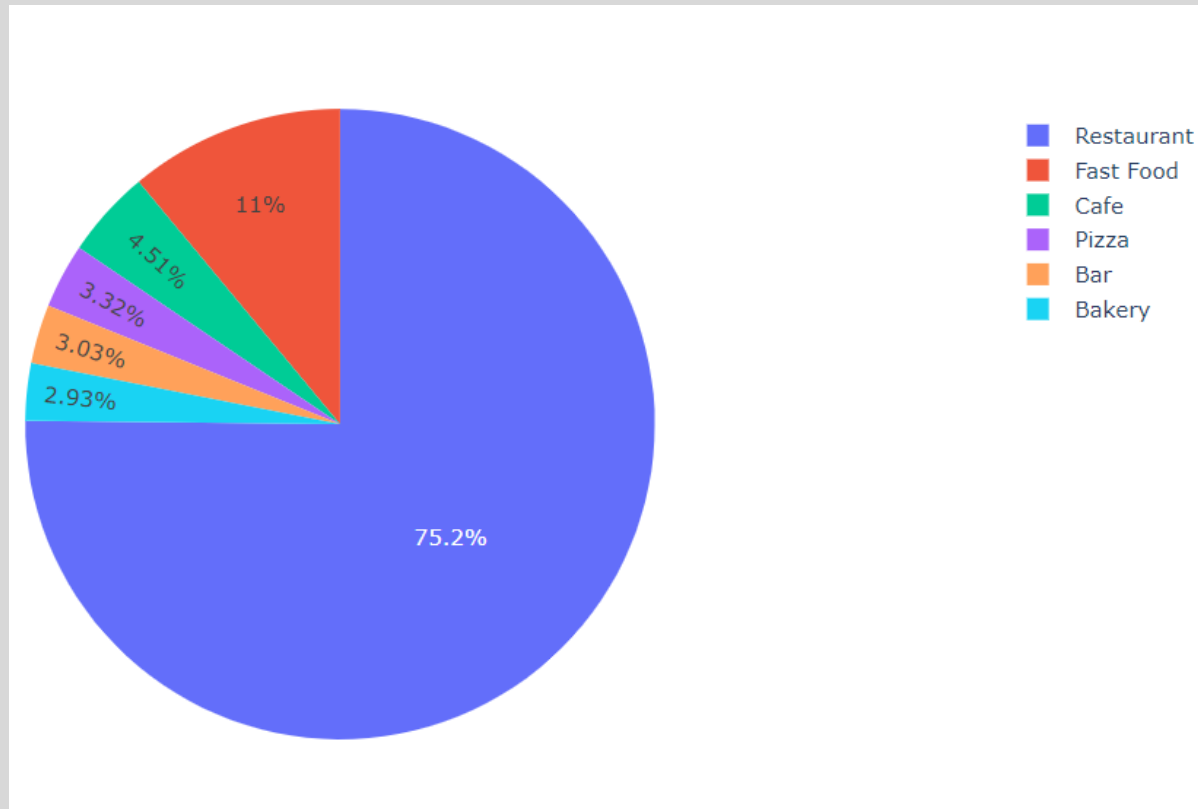
By Ferdinand Dreyer

# Important aspects before opening a new cafe:

1. Proportions of the various types of establishments
2. Proportions of chain and nonchain establishments
3. Typically chain restaurant types
4. Characterization of chain restaurants
  - Numbers of seats in chain and no- chain establishments
  - Ammount of establishments
5. Average number of seats for each type of restaurant
6. Top 10 streets by number of restaurants
7. Streets that only have one restaurant

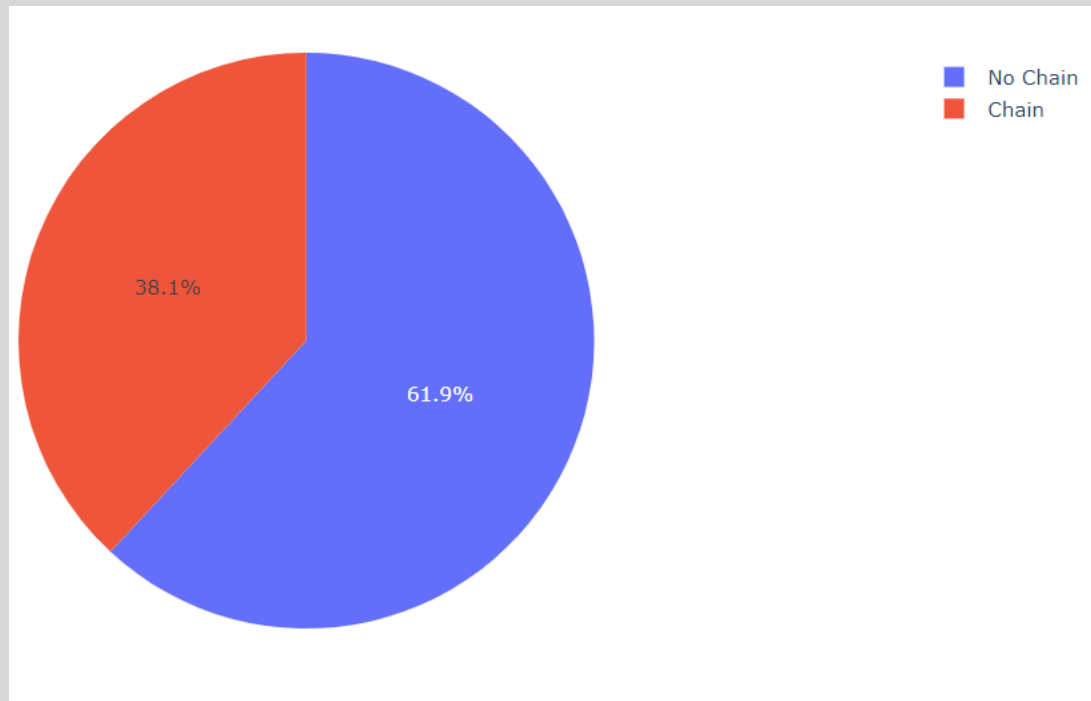


# 1. Proportions of the various types of establishments



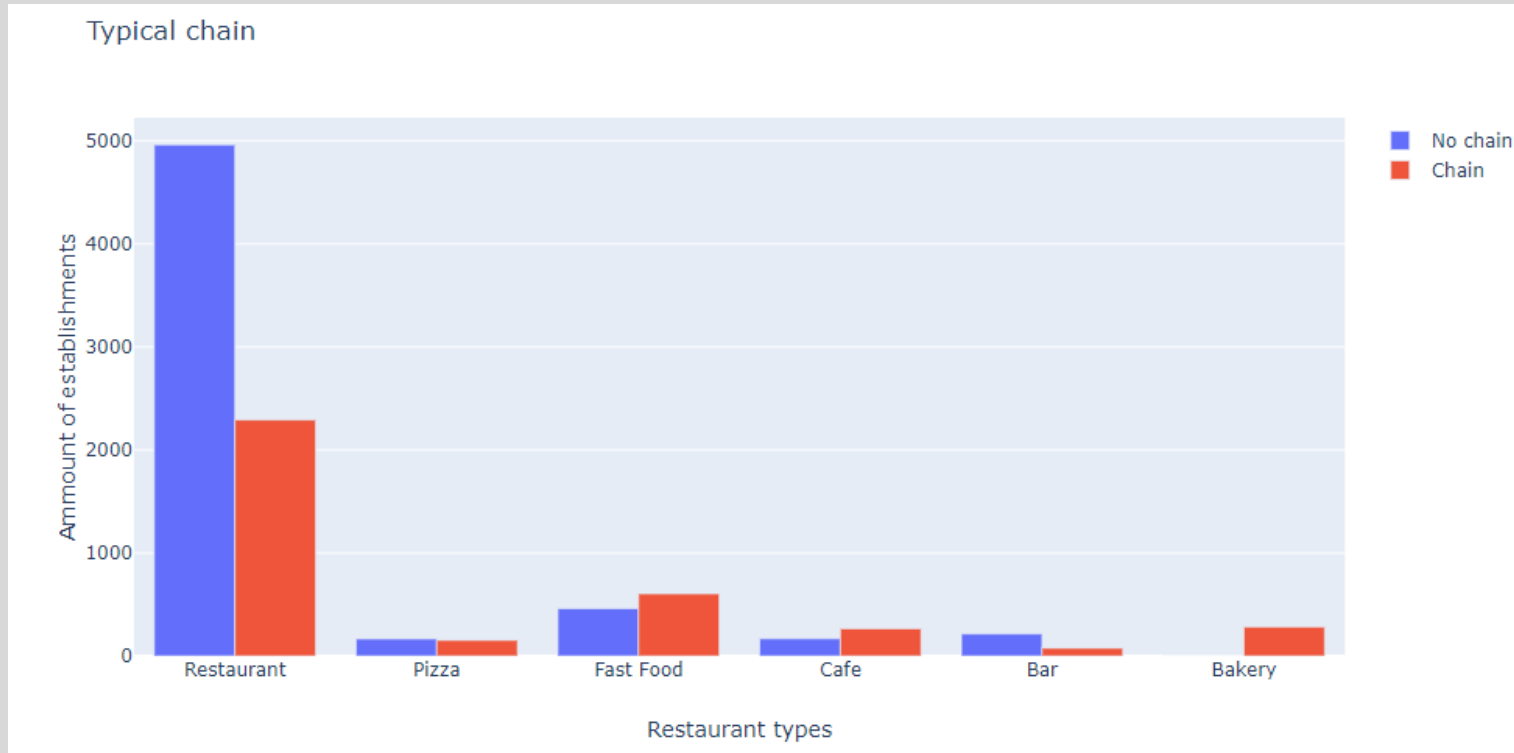
- Restaurants make up the bulk of all establishments
- The market share of cafes is 4.51%
- The competition for cafes is smaller

## 2. Proportions of chain and nonchain establishments



- Non-chain establishments predominate

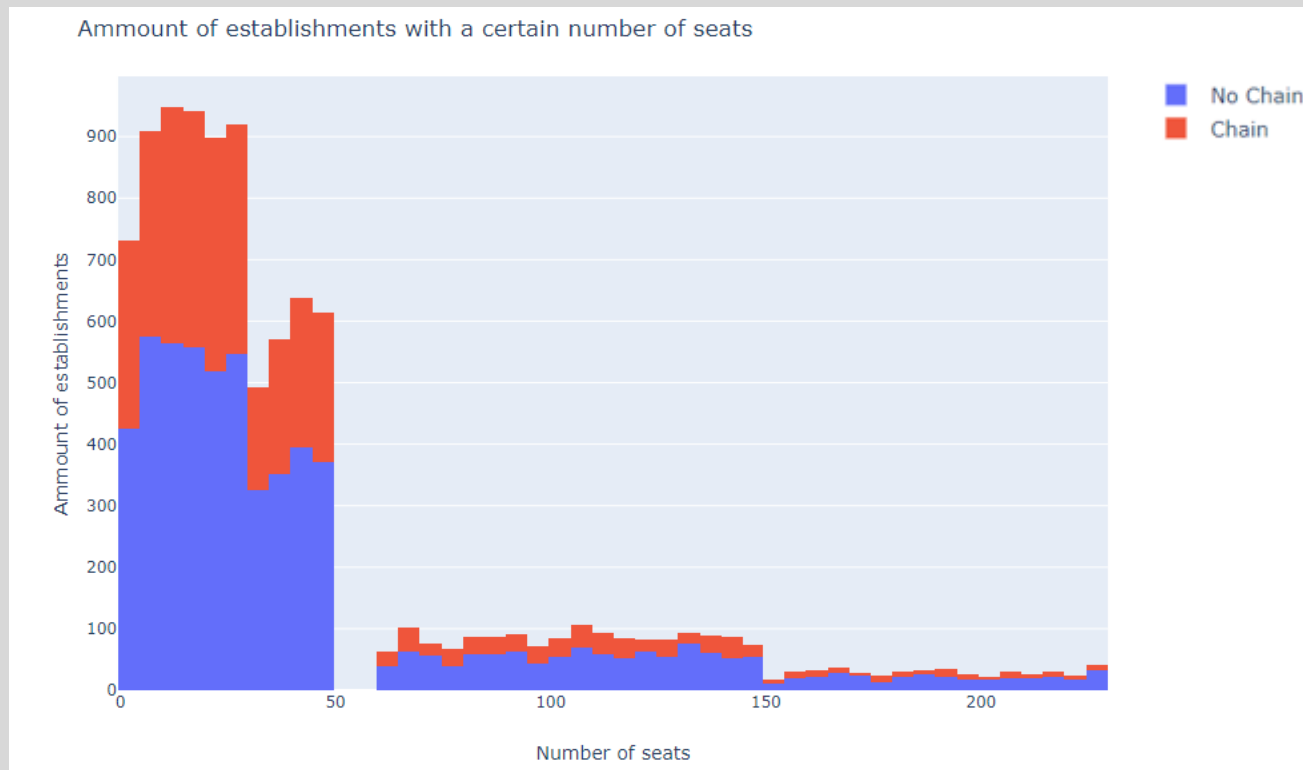
### 3. Typically chain restaurant types



- Cafes: the number of chains predominates.
- Chains are probably better accepted

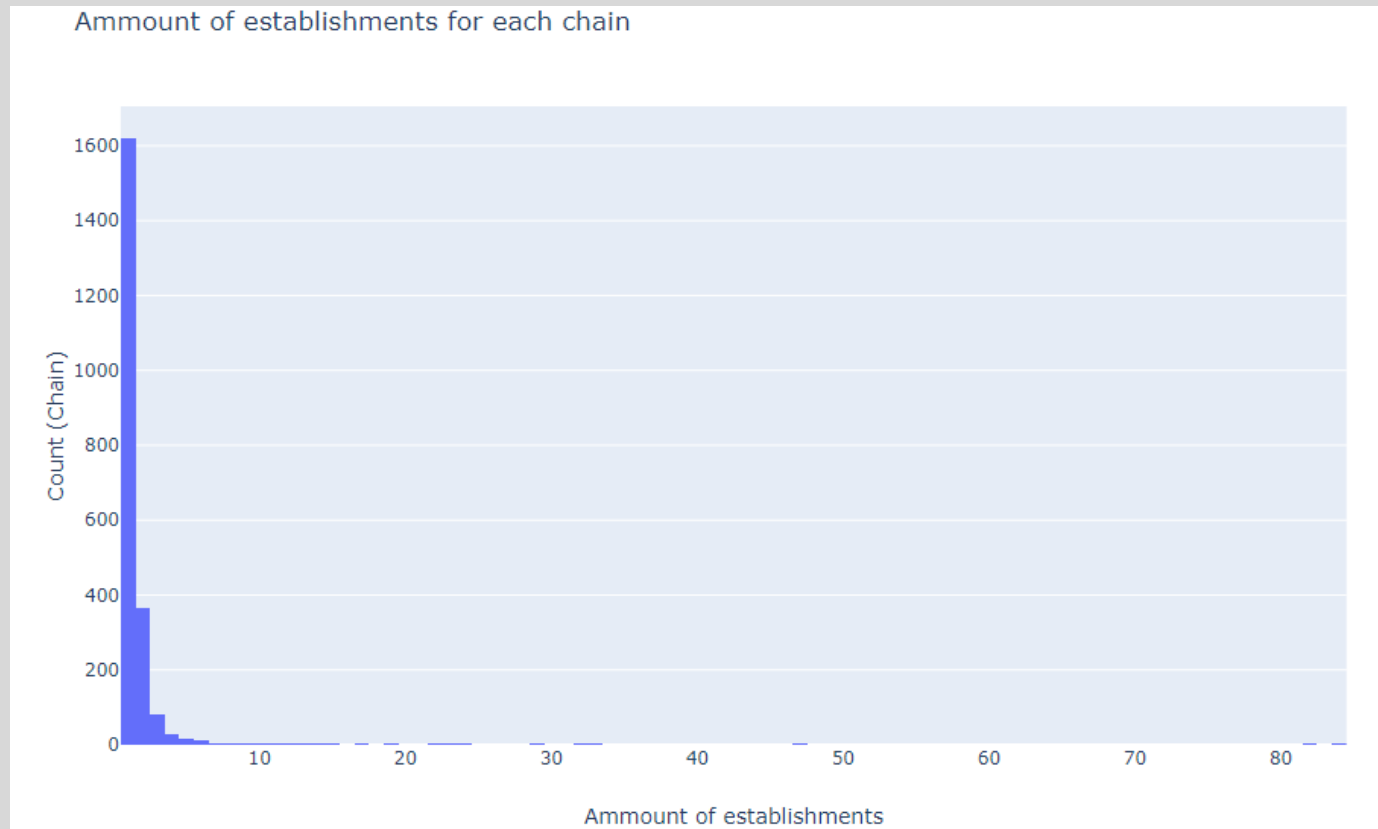
## 4. Characterization of chain restaurants

### -Numbers of seats in chain and no- chain establishments



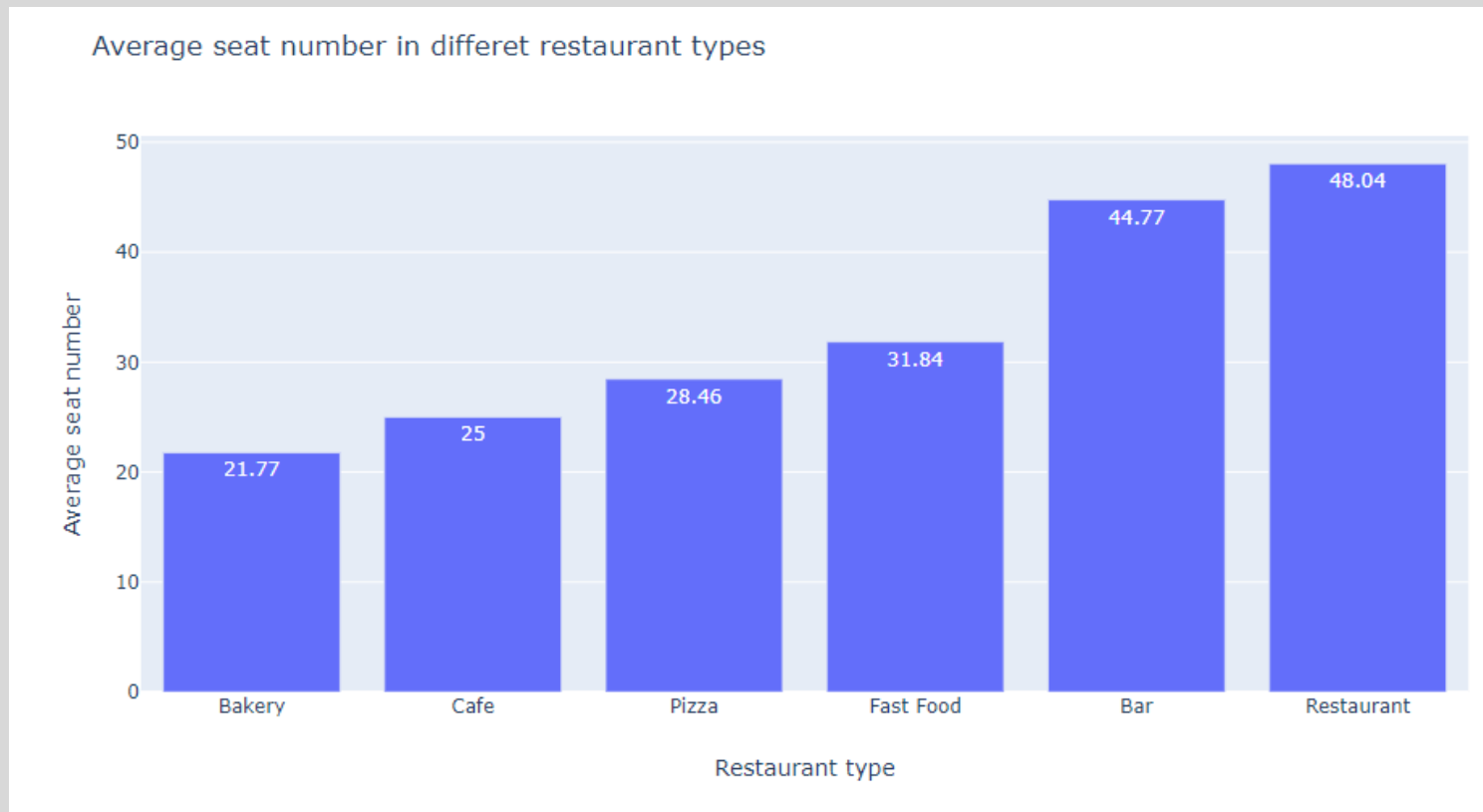
- Hardly any difference in the distribution of seat numbers between chain and non-chain establishments

## 4. Characterization of chain restaurants -Amount of establishments



- The vast majority of chain establishments have only one branch in the city of LA
- Individual chains have as many as 80

## 5. Average number of seats for each type of restaurant

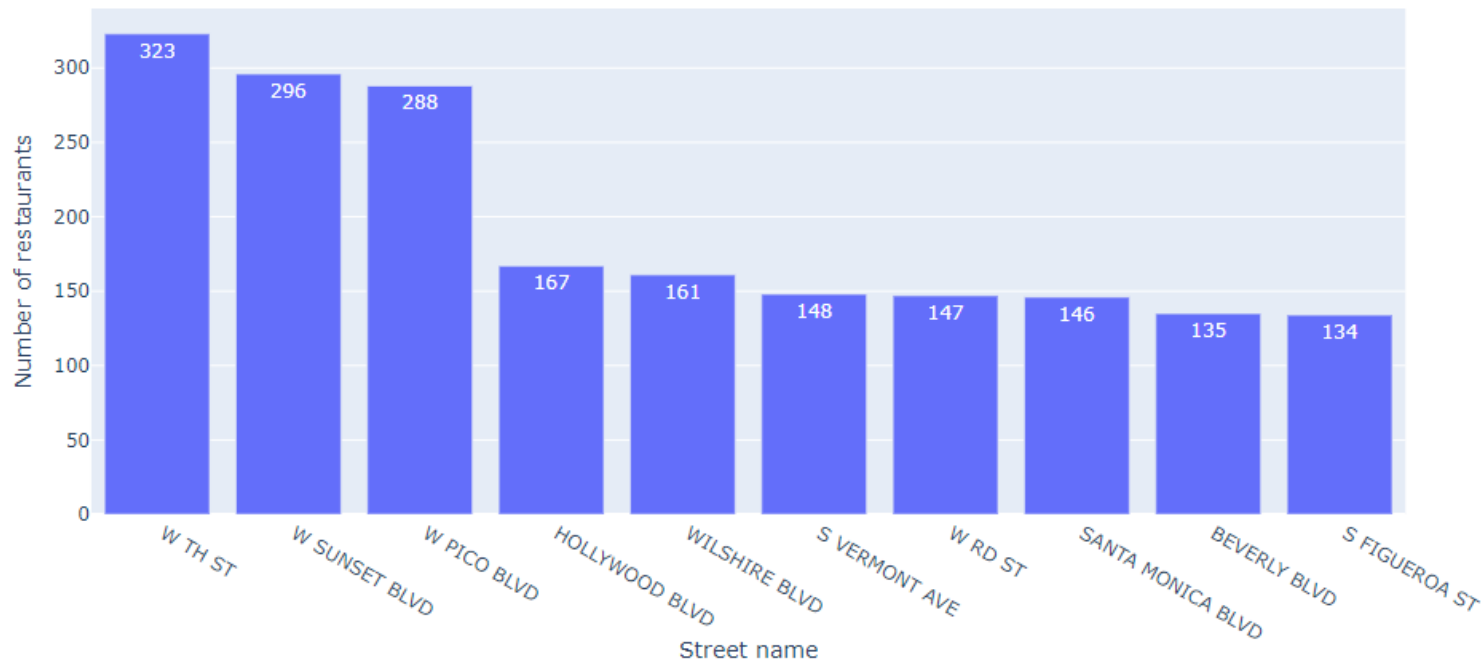


- Average seat number in cafes is 25
- Probably a suitable cafe size



## 6. Top 10 streets by number of restaurants

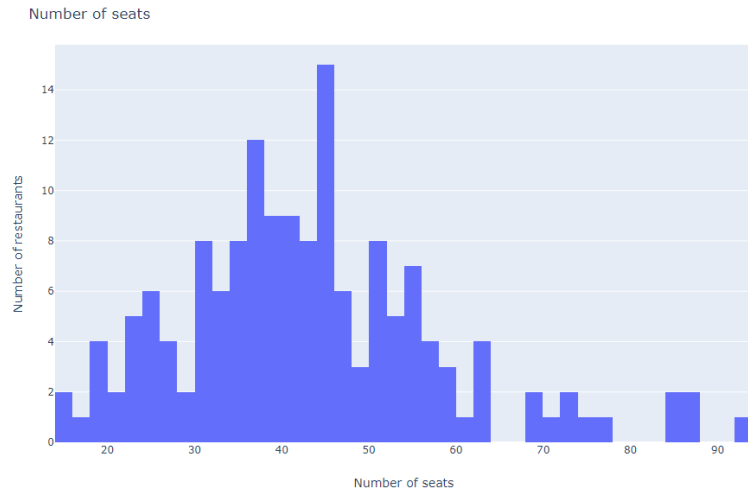
Top 10 streets by restaurant number



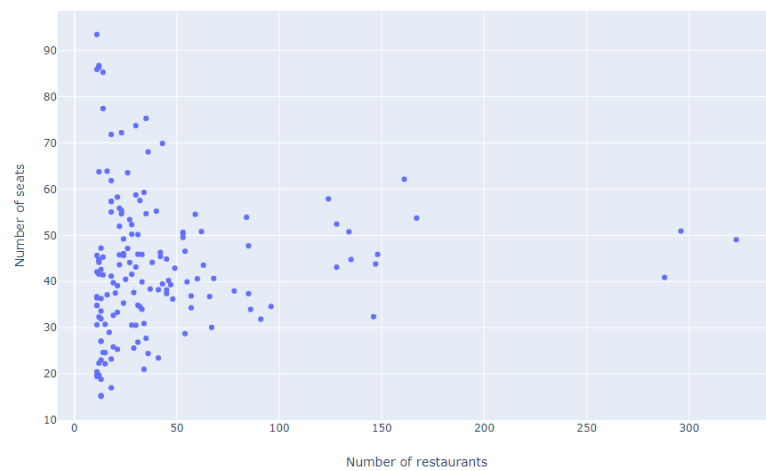
➤ "W TH ST," "W SUNSET BLVD," and "W PICO BLVD" stand out.

## 7. Streets that only have one restaurant

- 1173 streets with only one establishment
- Number of seats is mostly between 38 – 46 on these streets



Average number of seats in streets with many restaurants



- The fewer establishments a street has, the higher the number of seats.



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