

# Robot Run Cafe

a research on market conditions in Los Angeles, California

## Backstory

- To inform potential investors we conducted some research into the LA restaurant market
- The ultimate goal of business is to make profit
- the goal of the research is to find out where and how to open the first Robot Run Cafe to find out if we will be able to maintain our success when the novelty of robot waiters wears off

# Market Research

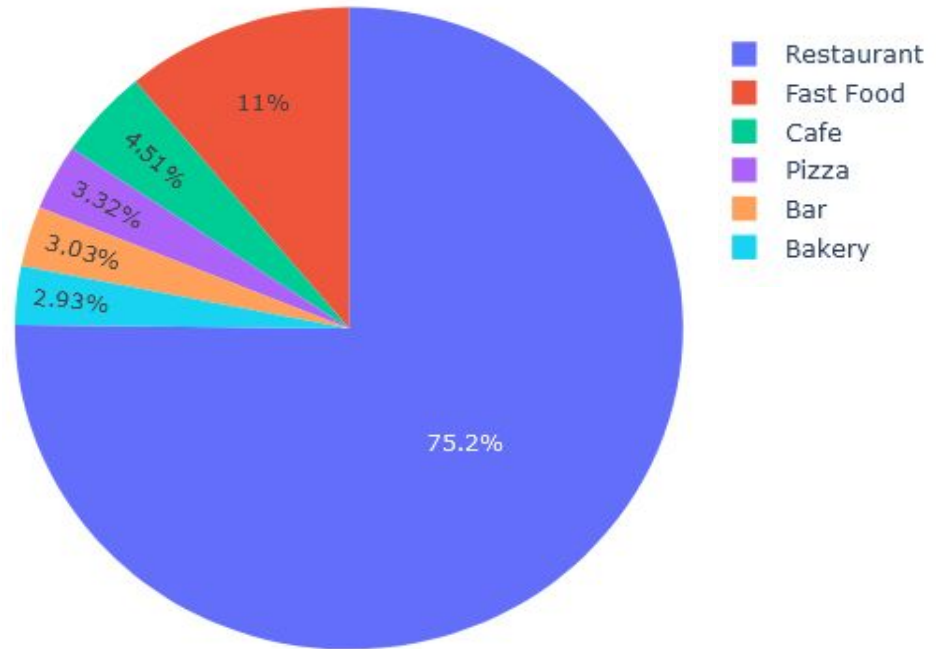
To get an idea of a profitable configuration of the restaurant we investigated several aspects of restaurants in LA, based on open-source data on almost 10,000 LA restaurants:

- Type
- Chain vs Non-Chain
- Chain characterization by seat number and branch amount
- Average number of seats per establishment type
- Street popularity by number of establishments
- Number of seats for establishments in popular streets

# Types of Establishments

- Most of the establishments were found to be restaurants
- Cafes found to be less than 5% of establishments
- Opening a restaurant instead of a cafe has the advantage of stepping into a made market, but it could also drown in a sea of restaurants
- Opening a cafe means stepping into more of a niche (think hipster) market, more unsaturated, although perhaps a pickier, tougher crowd

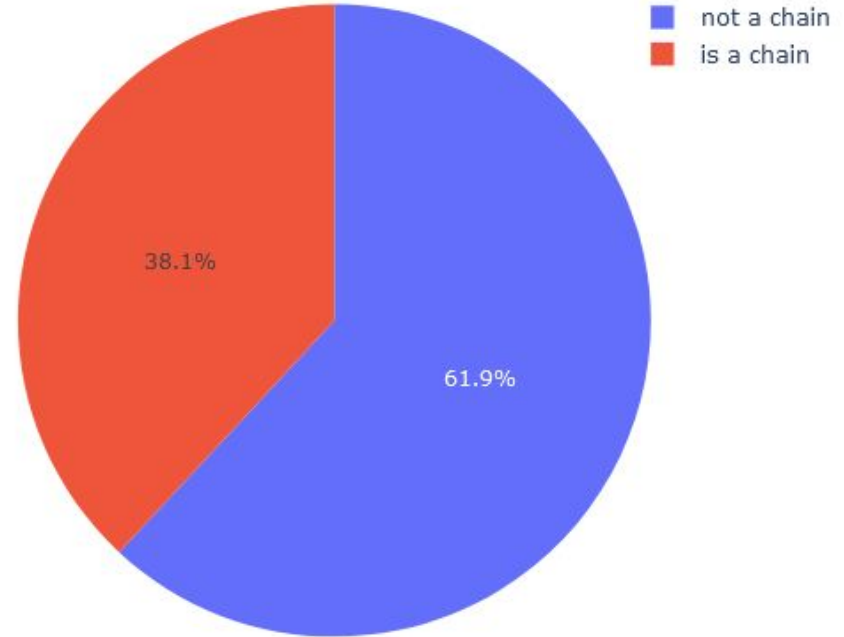
proportions of establishment types



# Chain vs Non-Chain

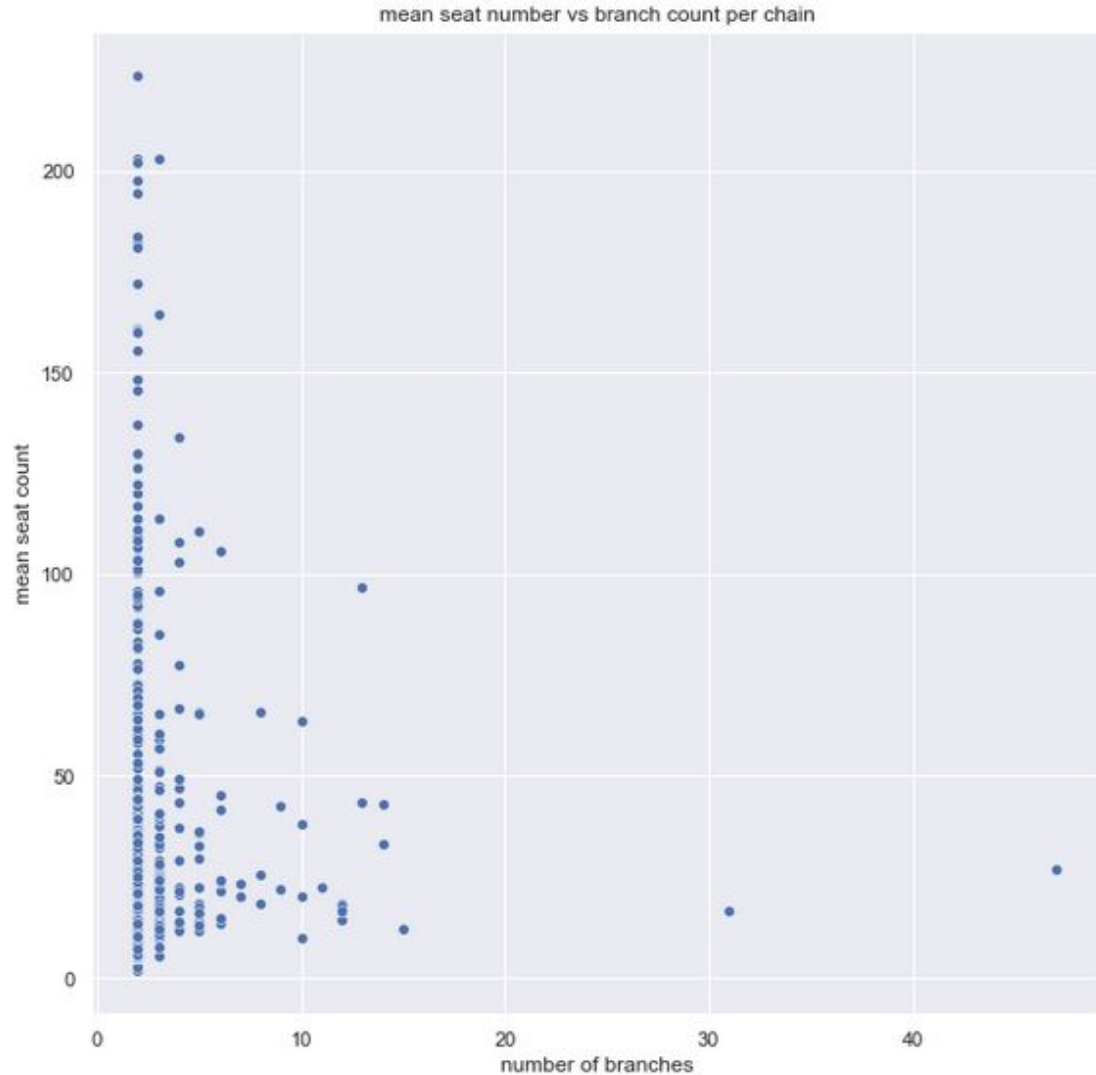
- **Most of the places are not chains**
- **I think it's interesting to know but not important for our decision making**
- **if you start out as a single profitable branch you can evolve into a chain**

proportions of chains vs non-chains



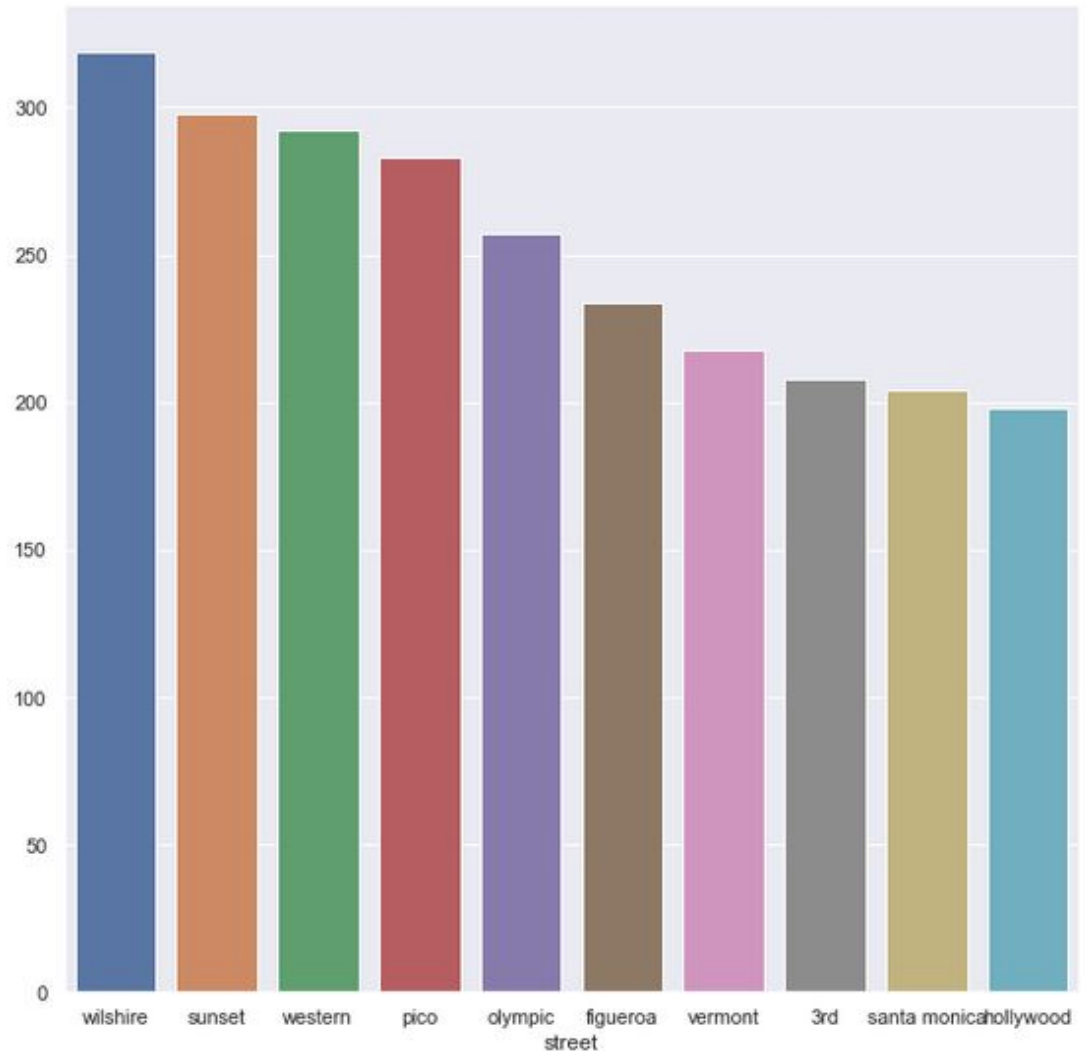
# Seating

- chains typically have 2-10 branches with a mean seat count of 0-100
- if experience is what we're selling, we'll have to have a normal amount of seats so customers can come sit and experience our robotic cafe/restaurant



# Popular Streets

- Top 10 popular streets by restaurant amount
- there are 197 streets in LA with only one restaurant
- we could try and open somewhere quiet where it would shine or open it somewhere busy to attract more customers, more tourists. that could have disadvantages as well like extremely high demand and no way to keep up.



# Final Recommendation

- open a restaurant or cafe, but don't focus just on the gimmick of robots, make it a good place on its own
- start out with one branch and when it becomes profitable expand in LA or somewhere else
- starting out with small amount of chairs could earn us prestige, but starting out with a medium-high amount of chairs could mean more potential profit if it explodes.
- open on a busy street like hollywood boulevard to attract customers and tourists or open on a quiet street and own that street