***SCENARIO***

A man has got a shop near Shivaji Nagar in Pune. Now he wants to open a Wada Pav Shop at the place. As there are other 4 more wada pav shops at the same place , he is not able to understand what should be strategy to take over clients.

***STRATEGY***

Through the research we have got to know , all 4 shops sell their wada pav at 15 rs. So the price of our wada pav will be 15rs only.

In 15rs other shops are giving 2 pav, 1 wada and chutney, we will offer 2 pav, 1 wada, 2 varieties of chutney and sauce. Chutney and sauce will be served as per demand. Wada and chutney should have a good quality.

For the season of winter on purchase of 2 wada pav, 1 full tea should be served free. This offer should be for winter only.

Other than wada pav in summer sugar cane juice should be made available

Parcel service should be kept of good quality

Online service and big orders should be made available.

Advertising should be done on social media in good manner as most of people are activate on social media.

***Menu Card***

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| Menu | Price |
| Wada pav | 15rs |
| Chai (half/full) | 7/12rs |
| Sugarcane juice | 10rs |
| Bun pav | 10rs |
| Samosa | 10rs |

So this will be the menu for the shop

As the samosa and wada has almost same ingredients so the people who don’t want wada pav can have the option of samosa.

Sugarcane juice will be available for summer season only.

Bun pav will be placed at the counter table from where people take tea so while taking tea they would be asked to have bun pav.

***RESULT***

Here we are offering more service in 15rs like variety of chutney and sauce, this may result in less profit but the sales will be high so profit will also get high.

As the tea is most drinked item in winter the free offer will attract some more people.

People if some time get bored with wada pav they can try samosa, this will help in maintaining our customers.

Sugarcane juice in summer will also help in attracting people and if we get good response, we will have it more than the fixed period.