91 Springboards expansion in Mumbai

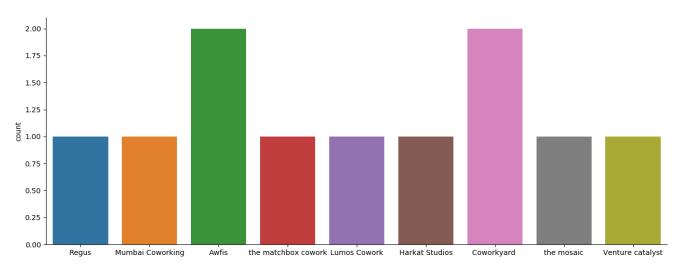
Looking at the 91 Springboard website I was able to identify that connectivity and good infrastructure such as a fast internet connection were a must, using this information I narrowed down the entire area of Mumbai to its business districts assuming that these business districts would have the infrastructure and connectivity necessary for a co-working space.

Using the data from this website http://www.kabraestate.com/mumbai-commercial.html, I used the business centres Nariman Point, Fort, Churchgate, Worli, Prabhadevi, Lower Parel, Bandra — Kurla Complex, Andheri (East), Kalina, Malad, Goregaon, Vikhroli, Bhandup, Kanjurmarg, Powai, Thane, Navi Mumbai.

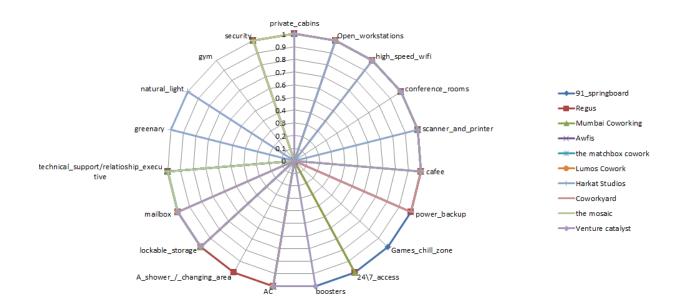
Since 91 springboard is already at BKC, Lower Parel, Andheri East, Navi Mumbai these spots were omitted; Kanjurmarg, Vikhroli and Prabhadevi were eliminated as there were no search results for coworking spaces in google maps they could be early market opportunities, and kalian was eliminated because of its proximity to Bandrakurla complex, the remaining centres were analysed for competitors. Search results from google maps were used to gather data.

Andheri West

Number of competitors at Andheri West

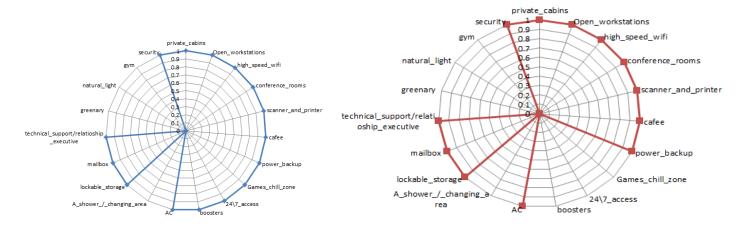


Combined features comparison of 91springboard and its competitors at Andheri West



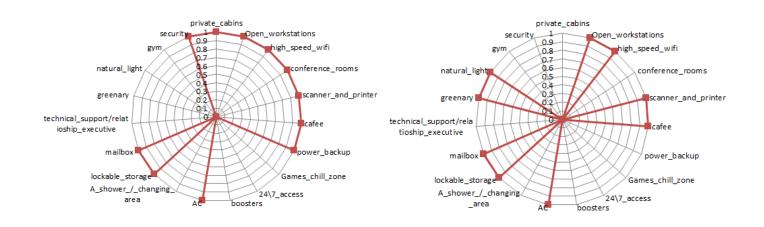
How 91springboard fares against its competitors at Andheri West 91_springboard

Awfis



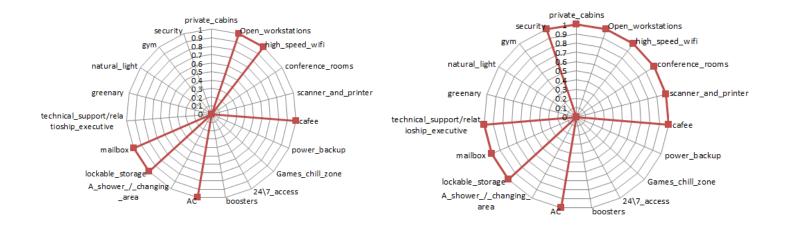
Coworkyard

Harkat Studios



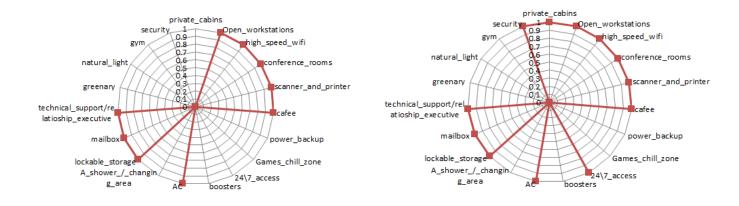
Lumos Cowork

the mosaic



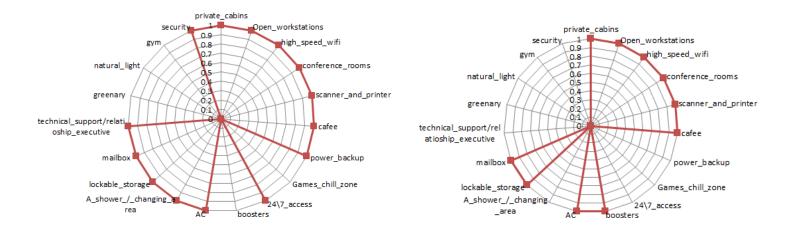
the matchbox cowork

Mumbai Coworking

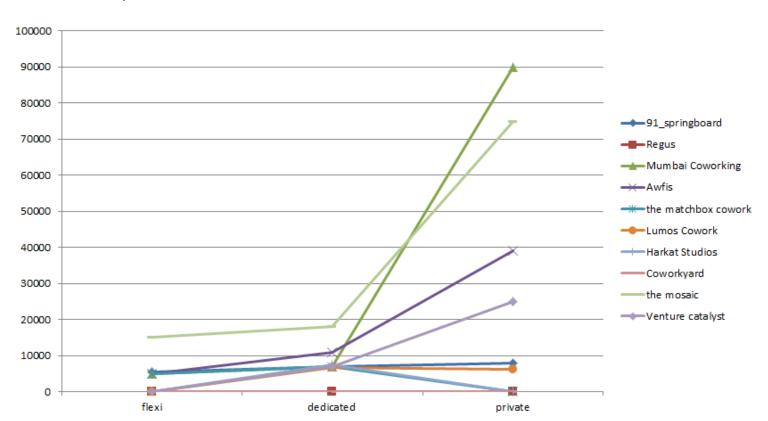


Regus

Venture catalyst



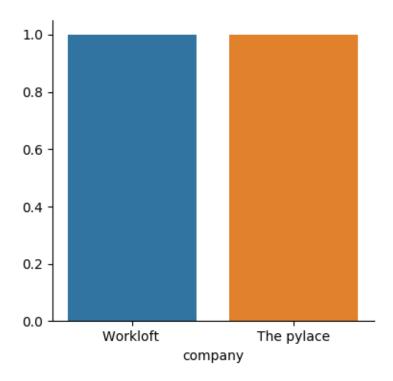
Price comparison between 91 springboard and its competitors at Andheri West, for price comparisons the highest most premium price was taken, the price is zero for those companies whose price is not listed on their website.



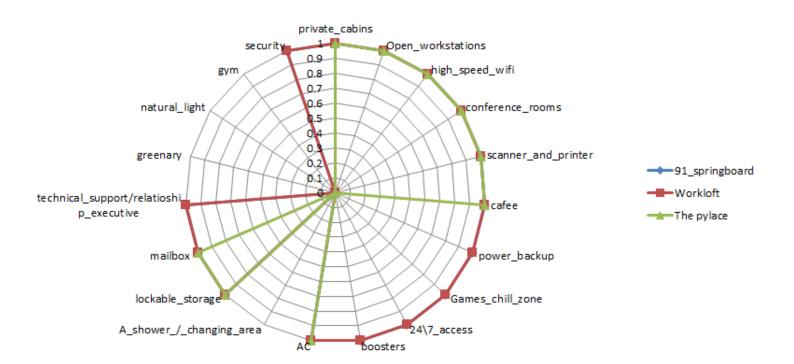
Andheri West appears to be a bad spot for expansion as the number of competitors is high and many have similar features to offer as 91springboard. But 91 springboards pricing can make the difference for the features it offers.

Bhandup

Number of competitors at Bhandup



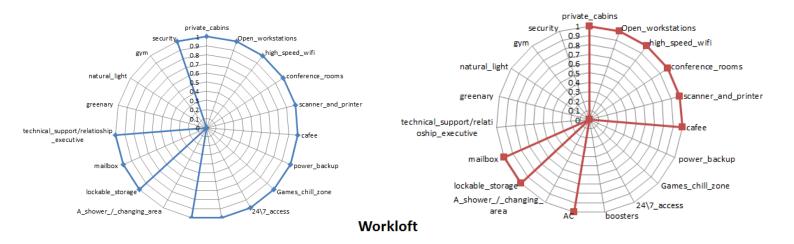
Combined comparison of springboard with its competitors in Bhandup

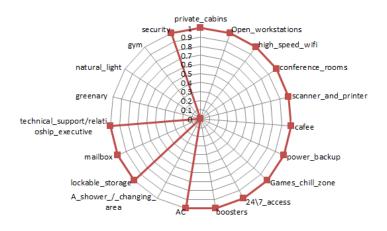


Individual comparison with competitors

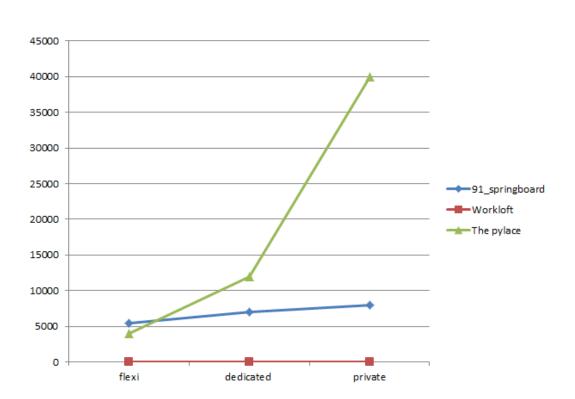
91_springboard

The pylace





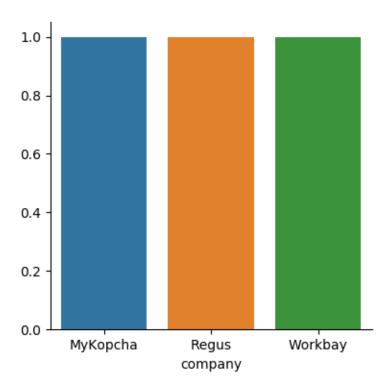
Price comparison at Bhandup



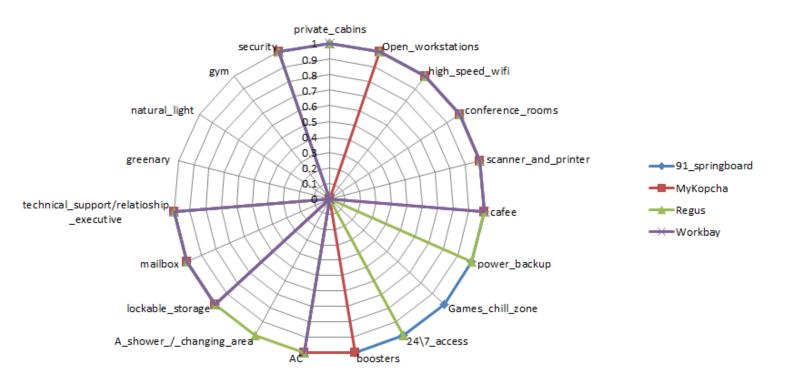
Since Bhandup is further away from the nightlife in Bombay it may not be a suitable place for 91springborad to move to.

Churchgate

Competitors at Churchgate

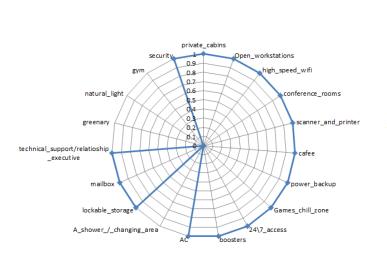


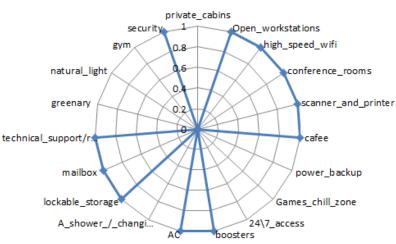
Combined competitors at Churchgate



Individual comparisons at Churchgate 91_springboard

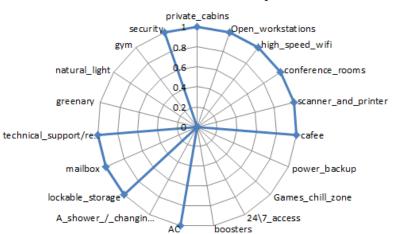
MyKopcha



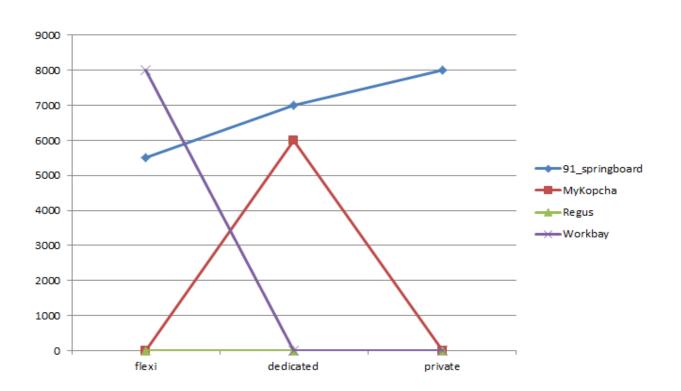


Workbay

Regus private_cabins Open_workstations se curit high_speed_wifi natural_light conference_rooms greenary scanner_and_printe 0.2 technical_support/reld mailbox power_backup Games_chill_zone lockable_storage A_shower_/_changir 24\7_access boosters



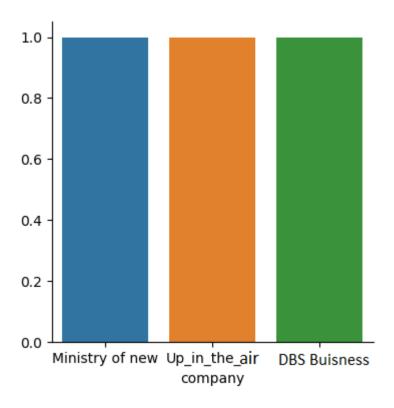
Price comparison at Churchgate



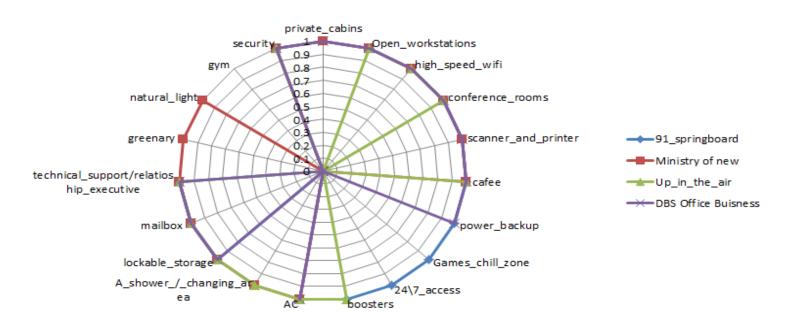
Churchgate appears to be a good place to move to, pricing information about the competitors required.

Fort

Competitors at Fort

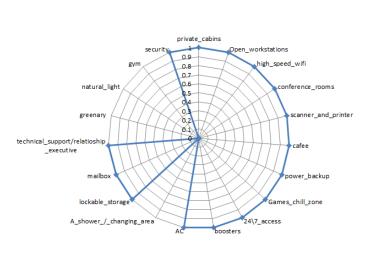


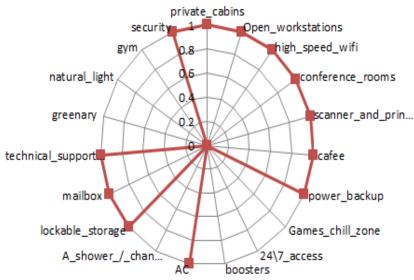
Combined competitor features at Fort



Individual feature comparisons at Fort 91_springboard

DBS Office Buisness

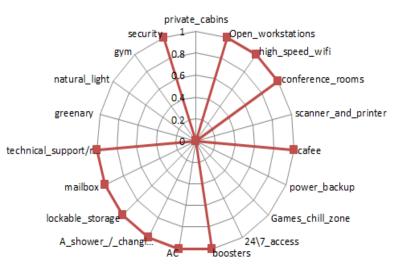




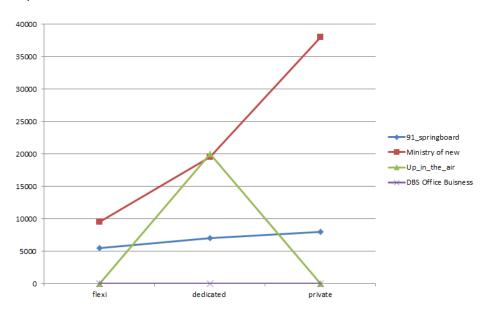
Ministry of new

private_cabins Open_workstations high_speed_wifi gym natural_light conference_rooms 0 greenary scanner_and_printer cafee technical_support/ mailbox power_backup lockable_storage Games_chill_zone A_shower_/_chang 24\7_access boosters

Up_in_the_air



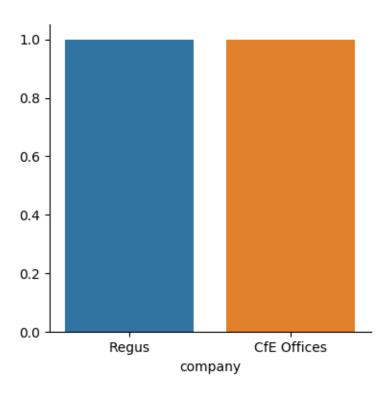
Price comparisons at Fort



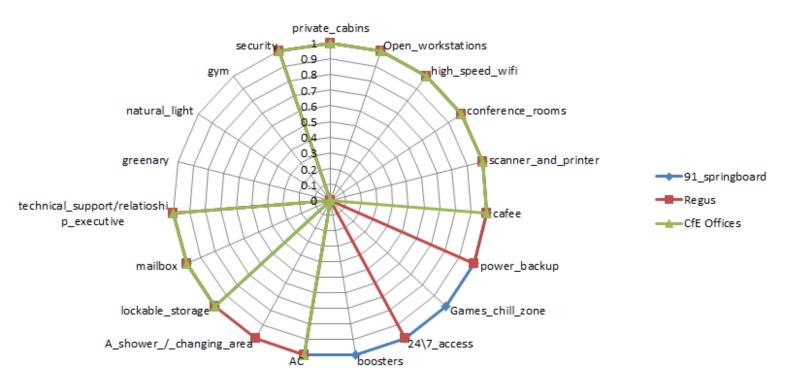
Fort and Churchgate are good places for expansion

Goregaon

The distribution of competitors at Goregaon



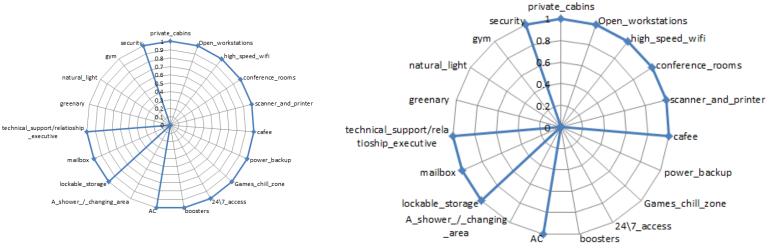
Combined competitor features at Goregaon



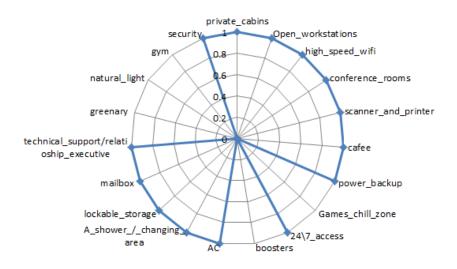
Individual feature comparisons at Goregaon

91_springboard

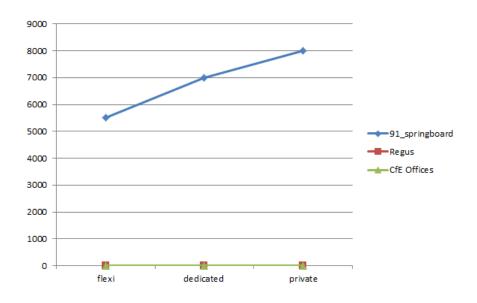
CfE Offices



Regus



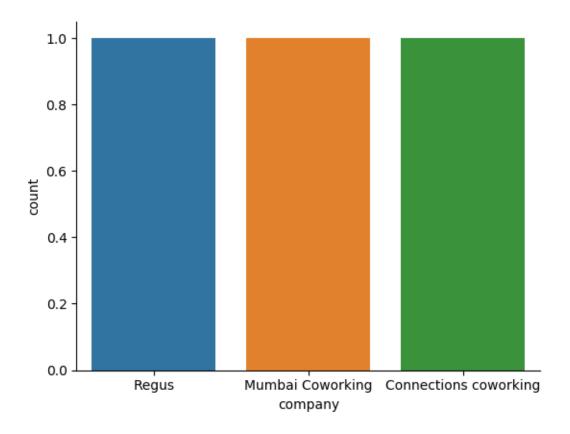
Price comparison at Goregaon



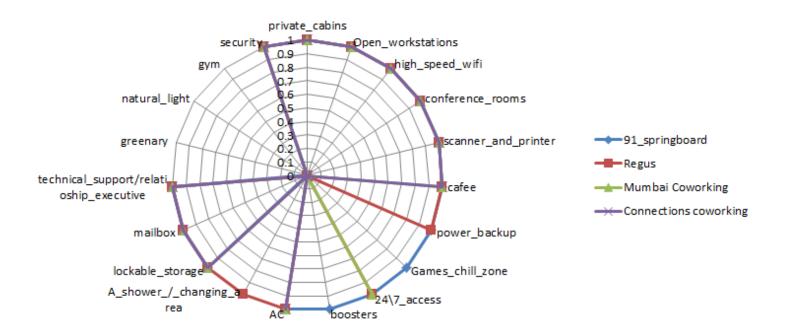
Goregaon is also a quite far from the cities nightlife and may not be a suitable place for 91springboards expansion

Malad

Competitors at Malad



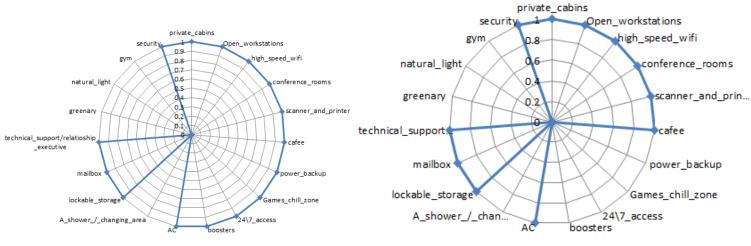
Combined competitor features at Malad



Individual feature comparison Malad

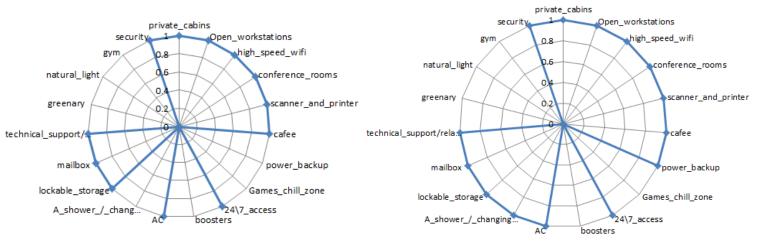
91_springboard

Connections coworking

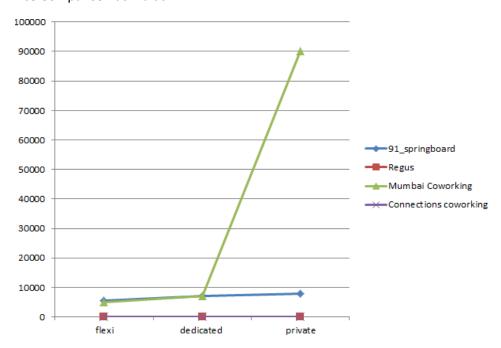


Mumbai Coworking

Regus



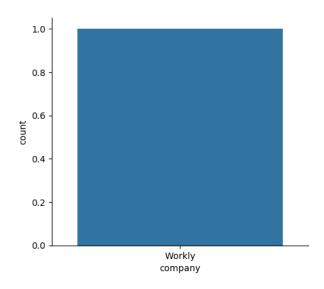
Price Comparison at Malad



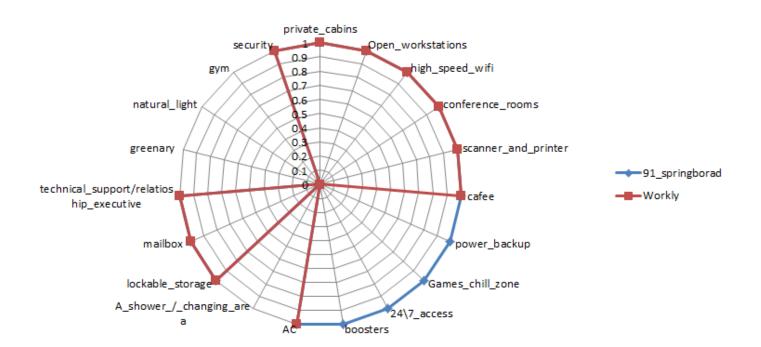
Malad is also a good place for expansion

Nariman Point

Competitors at Nariman point

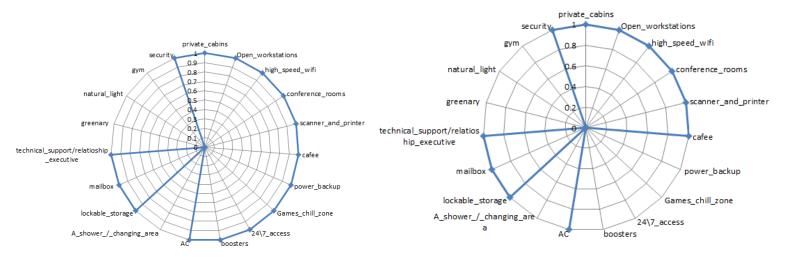


Combined feature comparison at Nariman point

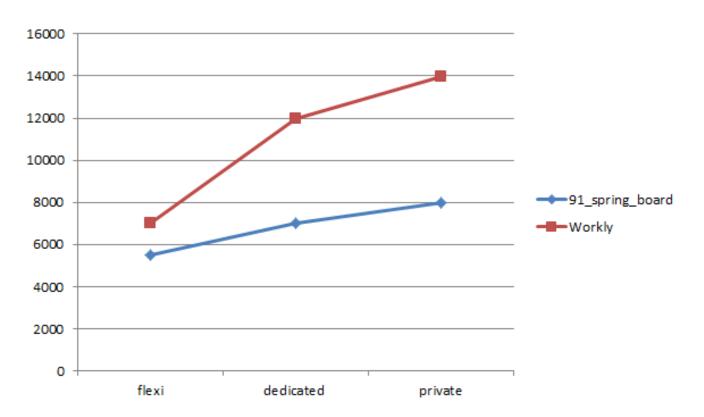


Individual competitor comparison at Nariman Point 91_springboard

Workly



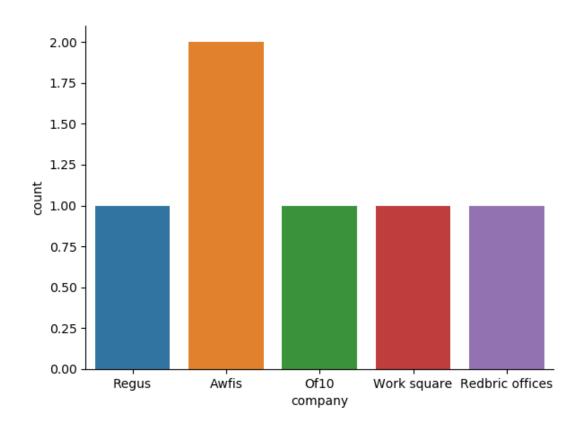
Price Comparison at Nariman point



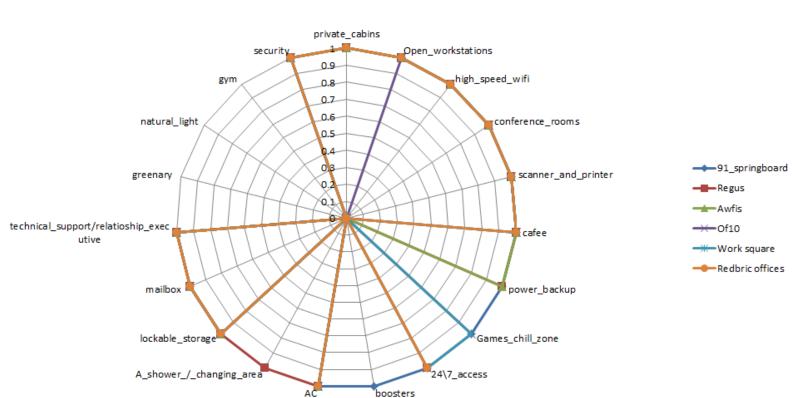
Nariman Point appears to be a good place for expansion

Powai

Competitors at Powai



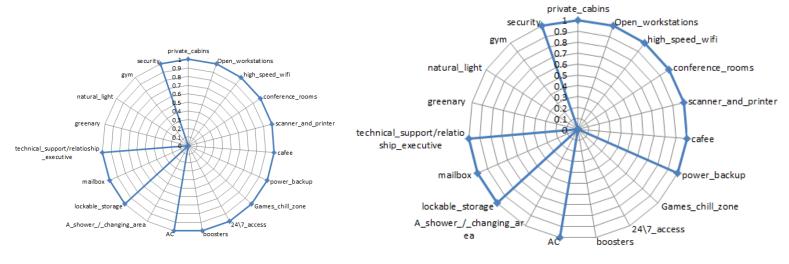
Combined feature comparison at Powai



Individual feature comparison at Powai

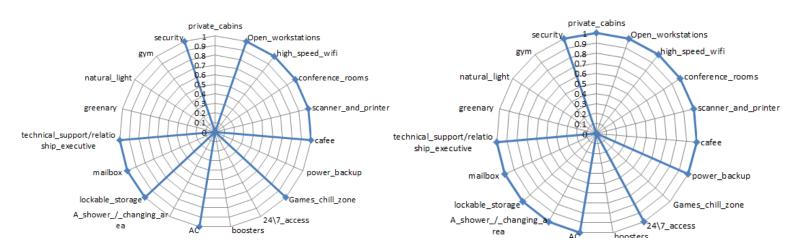


Awfis

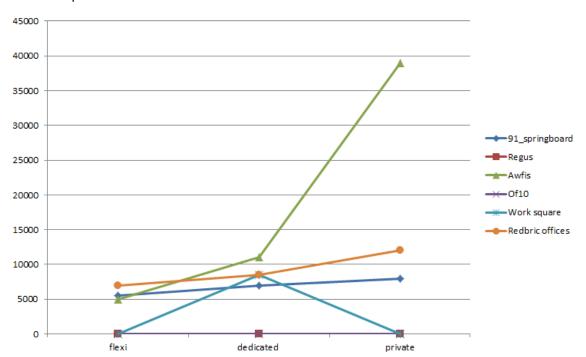


Of10





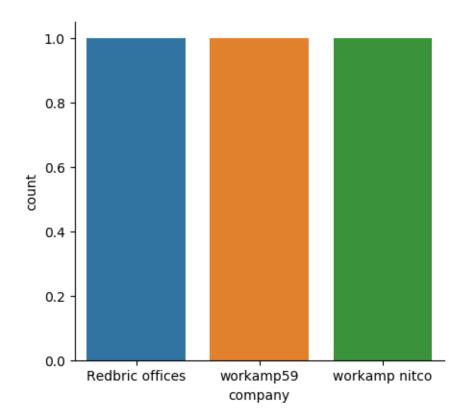
Price Comparison at Powai



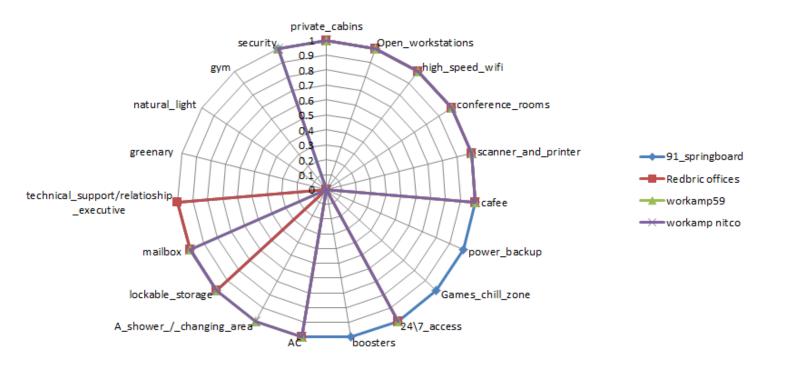
There are many competitors in Powai, but with 91springboards pricing and features Powai can be a good expansion spot

Thane

Competitors at Thane

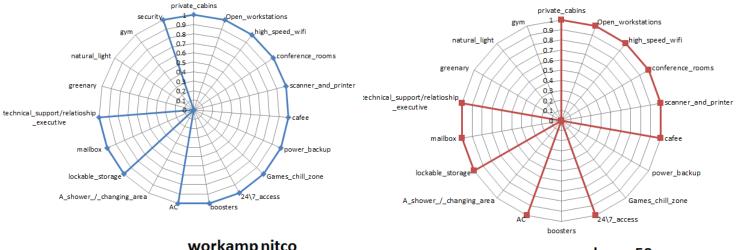


Combined Feature Comparison between competitors at Thane



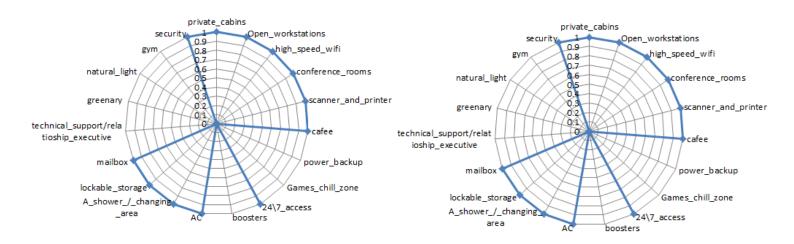
Individual feature comparison at Thane 91_springboard

Redbric offices

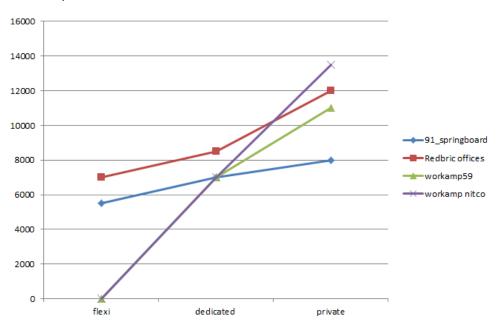


workamp nitco

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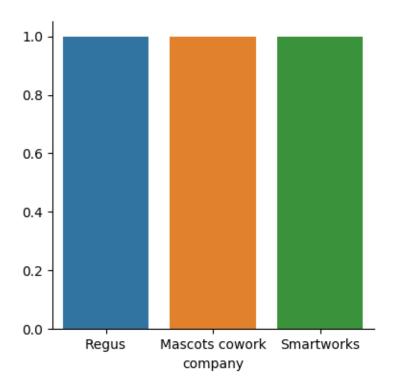
Price Comparison at Thane



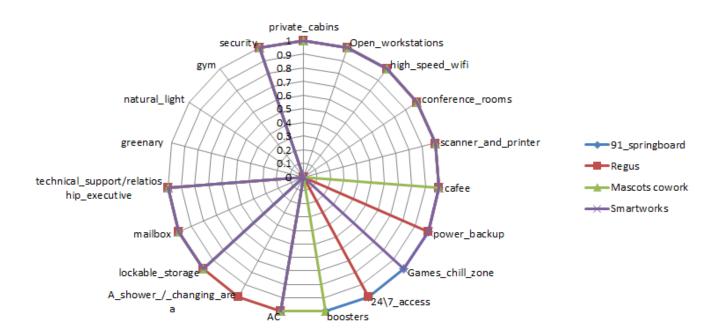
Thane is also far from the cities nightlife so it may not be a good place for expansion.

Worli

Distribution of competitors at Worli

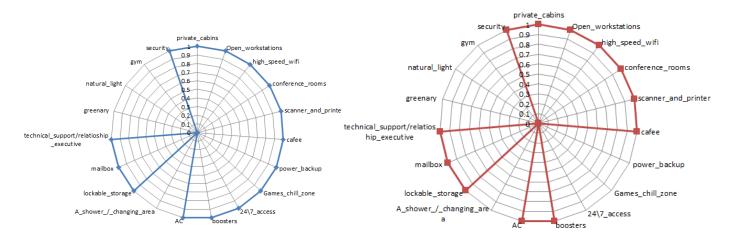


Combined Feature comparison at Worli

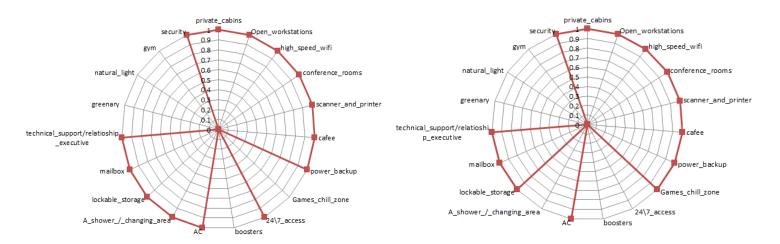


Individual feature comparison at Worli 91_springboard

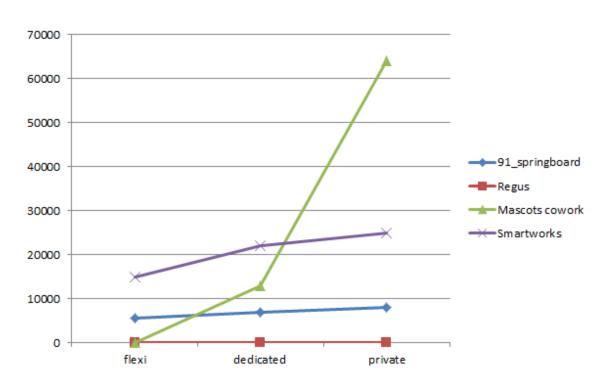
Mascots cowork



Regus Smartworks



Price comparison at Worli



Worli is a good place for 91springboards expansion.

Conclusion

91 springboard appears to have the price and feature advantage in most business districts, so 91 springboard can look forward towards expanding in any of them expect Andheri west which is too crowded in the co-working space.