91 Springboard expansion in Mumbai

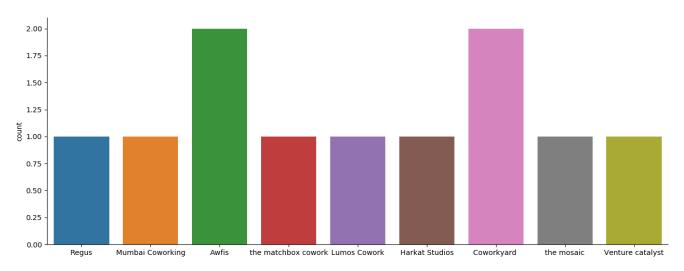
Looking at the 91 Springboard website I was able to identify that connectivity and good infrastructure such as a fast internet connection were a must, using this information I narrowed down the entire area of Mumbai to its business districts assuming that these business districts would have the infrastructure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

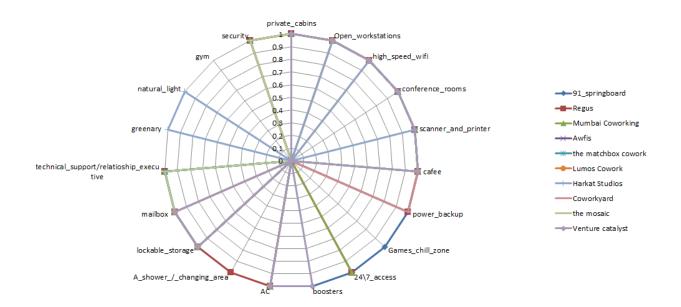
Since 91 springboard is already at BKC, Lower Parel , Andheri East, Navi Mumbai these spots were omitted; Kanjurmarg ,Vikhroli and Prabhadevi were eliminated as there were no search results for cowork spaces in google maps they could be early market opportunities, and kalian was eliminated because of its proximity to bandra kurla 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

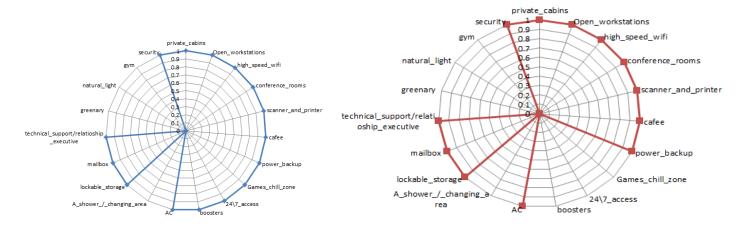


Combined features comparison of 91springboard and its competitors at Andheri west



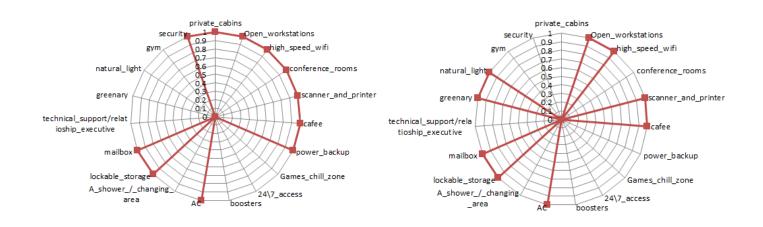
How 91springboard fares against its competitors at Andheri west 91_springboard

Awfis



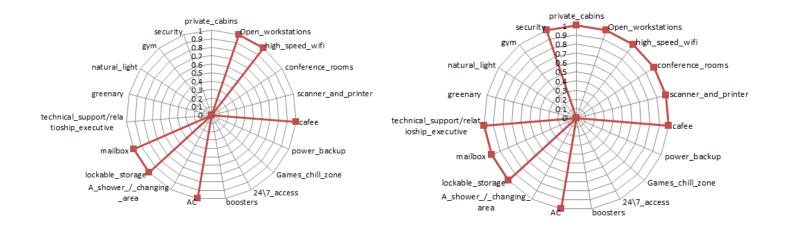
Coworkyard

Harkat Studios



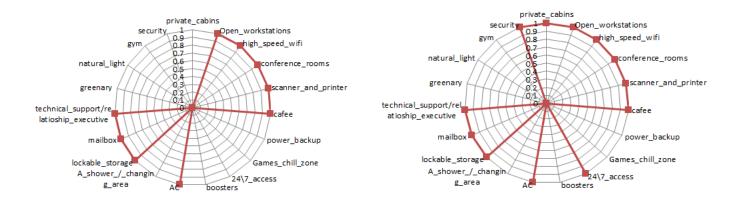
Lumos Cowork

the mosaic



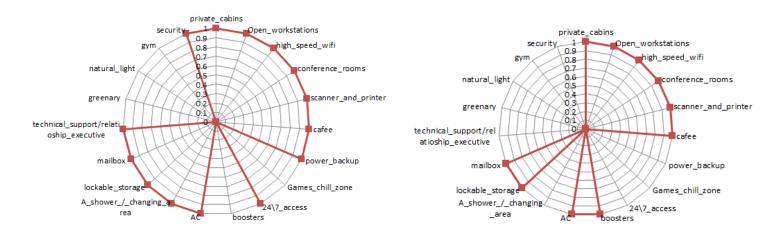
the matchbox cowork

Mumbai Coworking

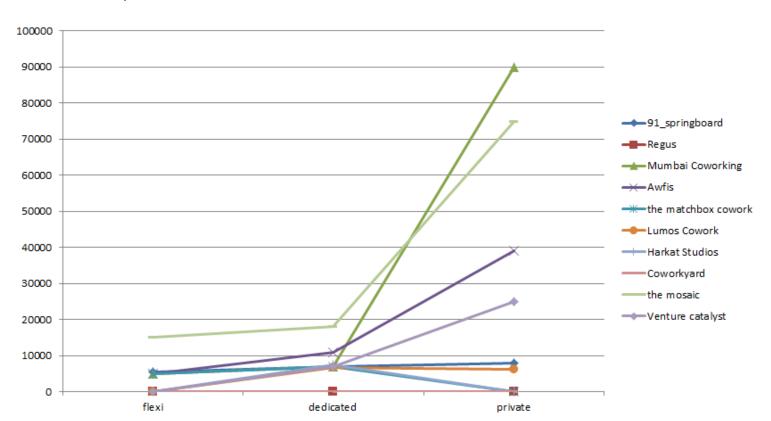


Regus

Venture catalyst



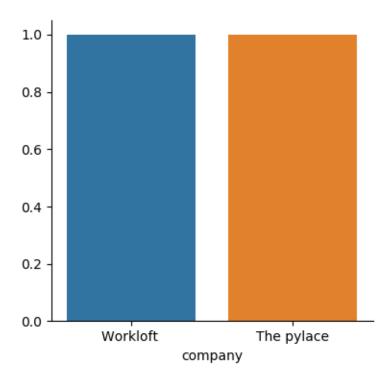
Price comparison between 91 springboard and its competitors at Andheri west, for price comparisons the highest most premium price was taken, the price is zero for those companies whose price is not listed on their website.



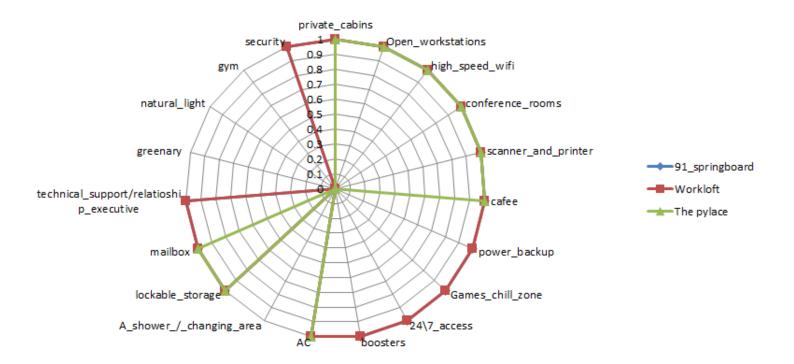
Andheri west appears to be a bad spot for expansion as the number of competitors is high and many have similar features to offer as 91springboard. But 91 springboards pricing can make the difference for the features it offers.

Bandhup

Number of competitors at Bandhup



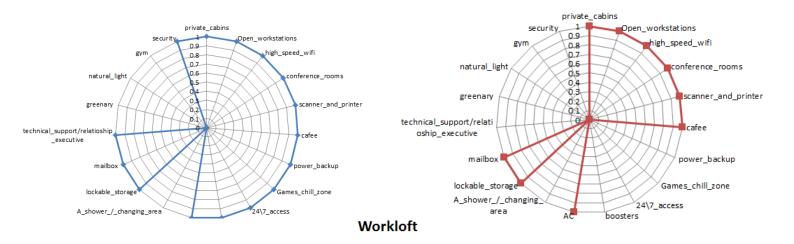
Combined comparison of springboard with its competitors in bandhup

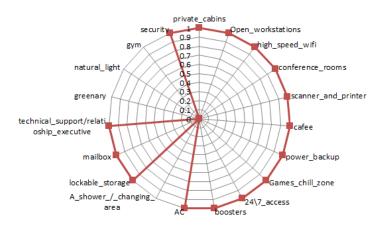


Individual comparison with competitors

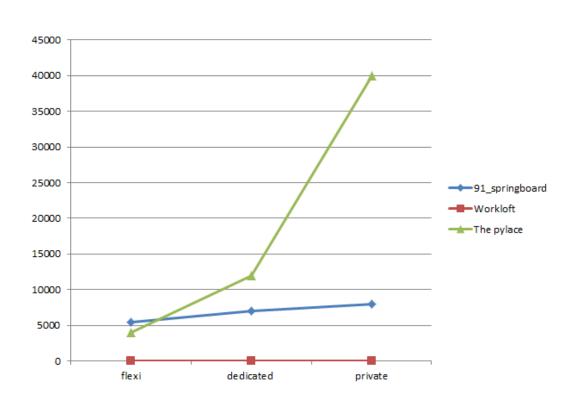
91_springboard

The pylace





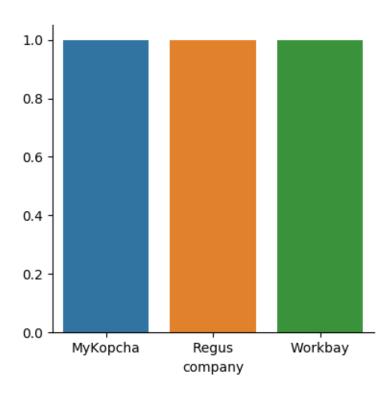
Price comparison at Bandhup



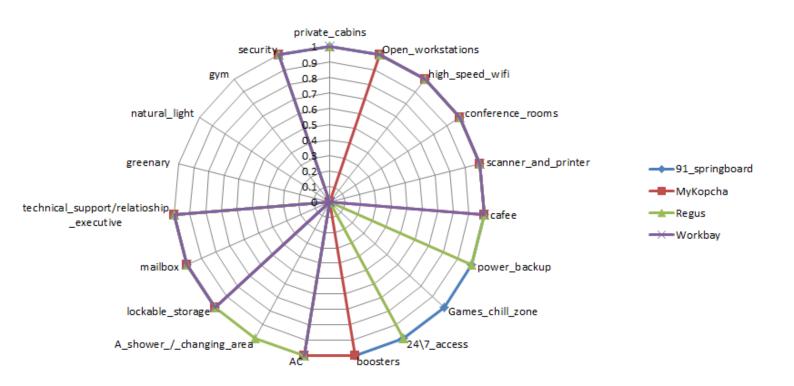
Since bandhup is further away from the nightlife in Bombay it may not be a suitable place for 91springborad to move to.

Church Gate

Competitors at church gate

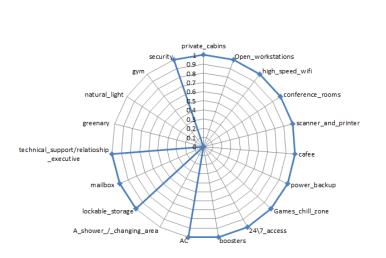


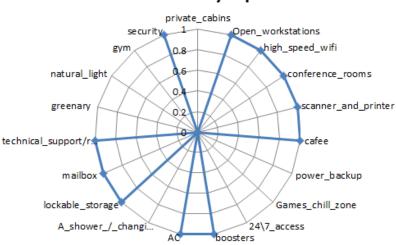
Combined competitors at church gate



Individual comparisons at Church Gate 91_springboard

MyKopcha

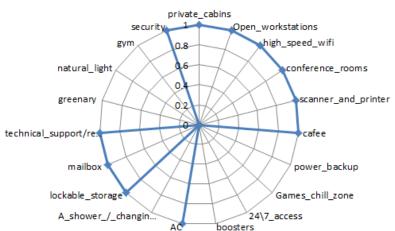




Workbay

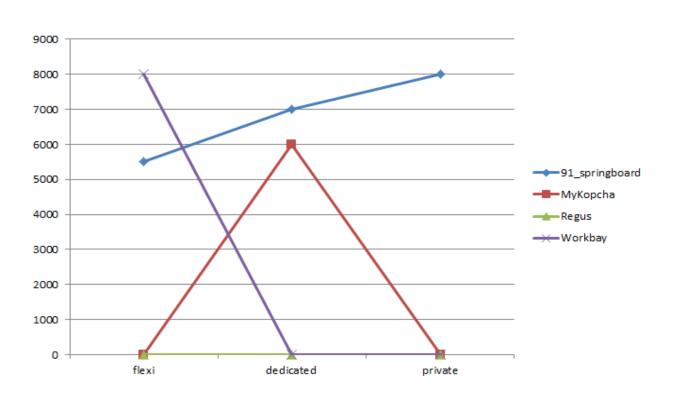
24\7_access

boosters



Price comparison at church gate

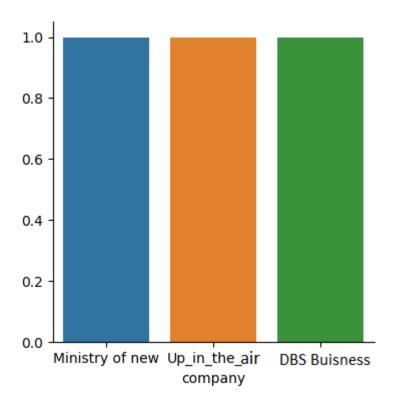
A_shower_/_changin



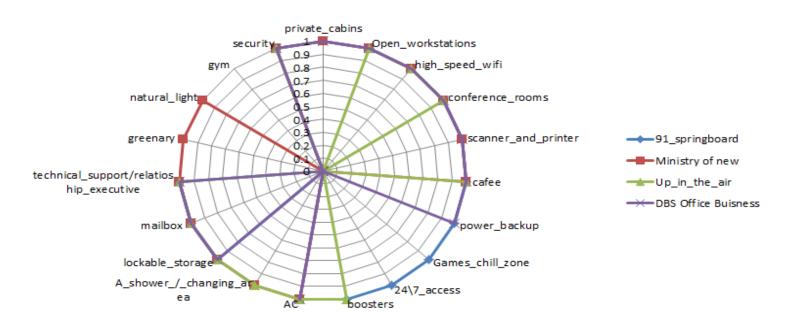
Church gate appears to be a good place to move to, pricing information about the competitors required.

Fort

Competitors at fort

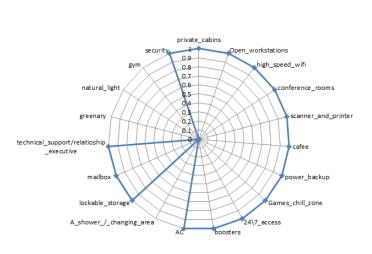


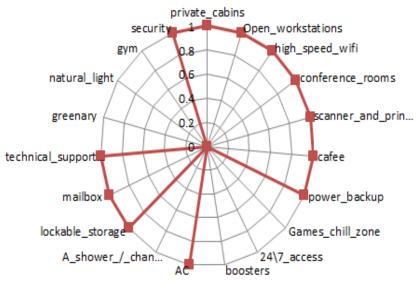
Combined competitor features at fort



Individual feature comparisons at fort 91_springboard

DBS Office Buisness

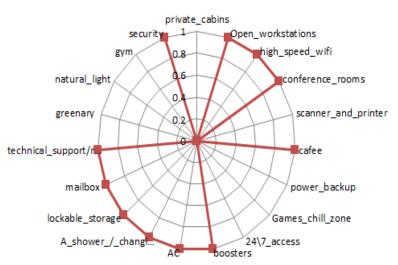




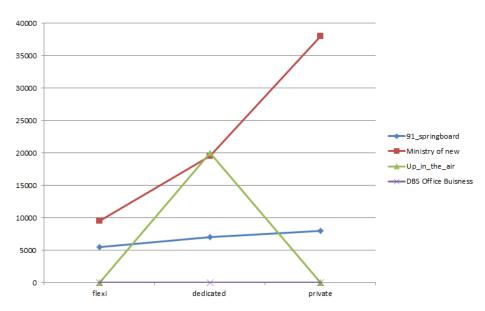
Ministry of new

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



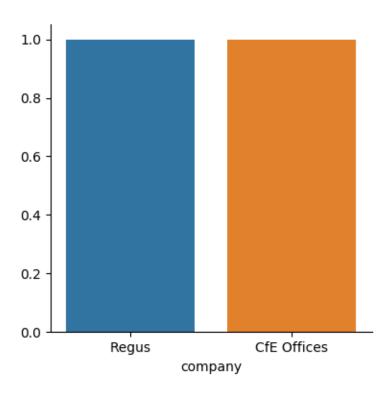
Price comparisons at fort



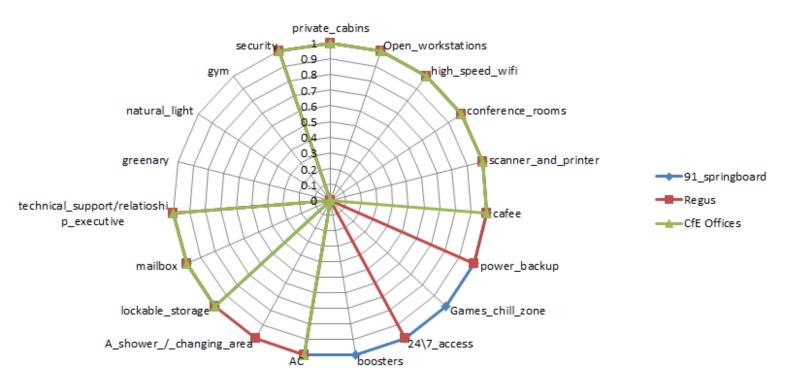
Fort and Church Gate are good places for expansion

Goregaon

The distribution of competitors at Goregaon



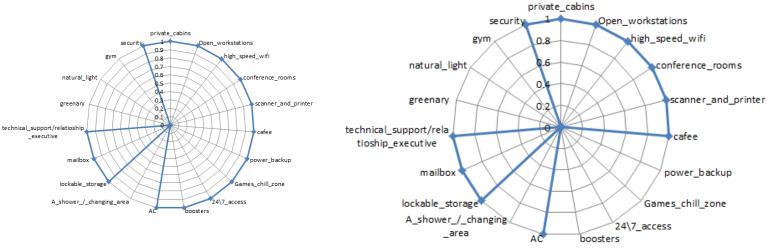
Combined competitor features at Goregaon



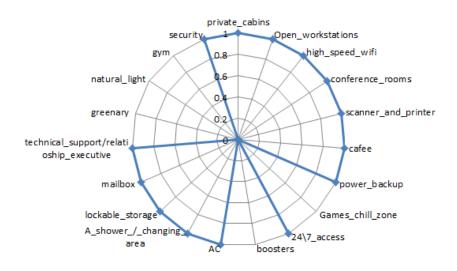
Individual feature comparisons at Goregaon

91_springboard

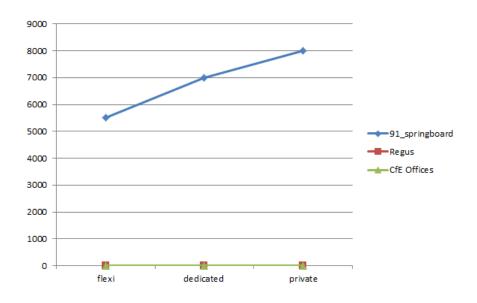
CfE Offices



Regus



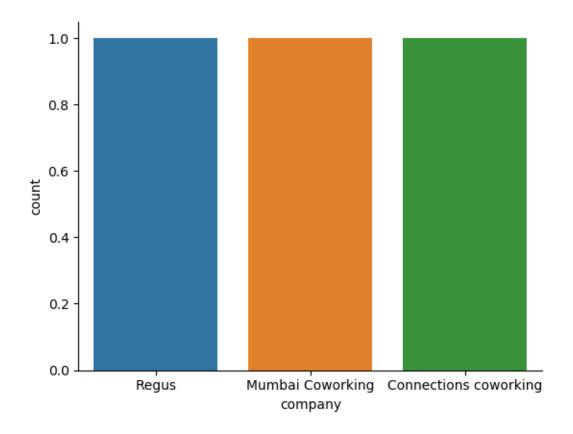
Price comparison at Goregaon



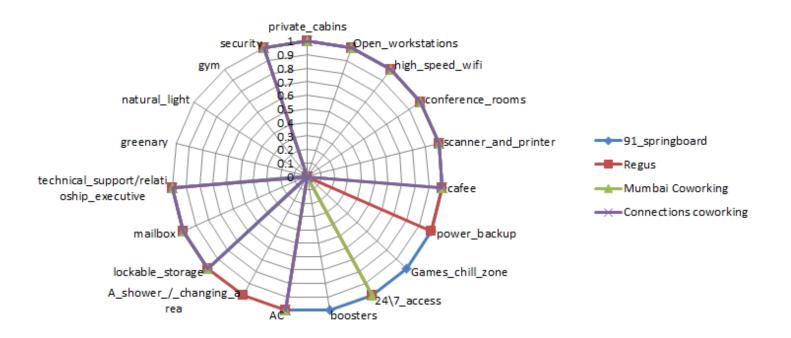
Goregaon is also a quiet far from the cities night life and may not be a suitable place for 91springboards expansion

Malad

Competitors at malad



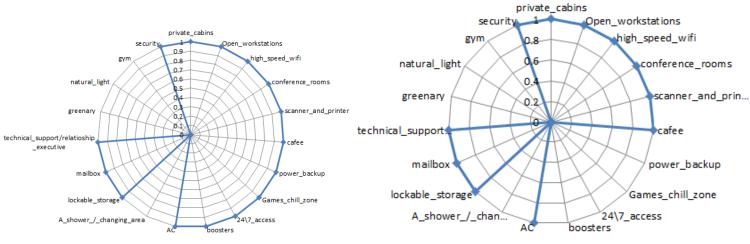
Combined competitor features at malad



Individual feature comparison malad

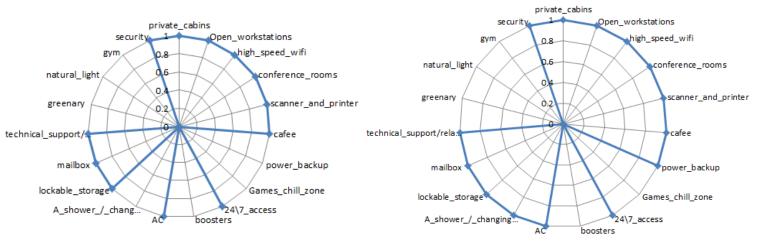
91 springboard

Connections coworking

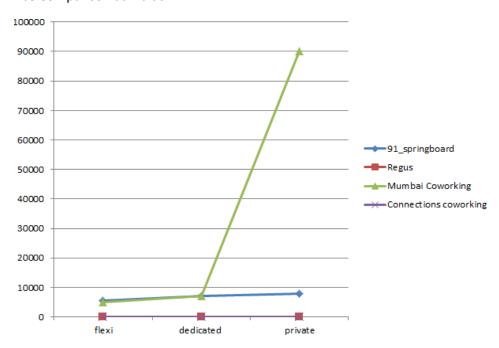


Mumbai Coworking

Regus



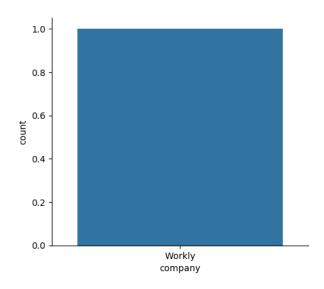
Price Comparison at malad



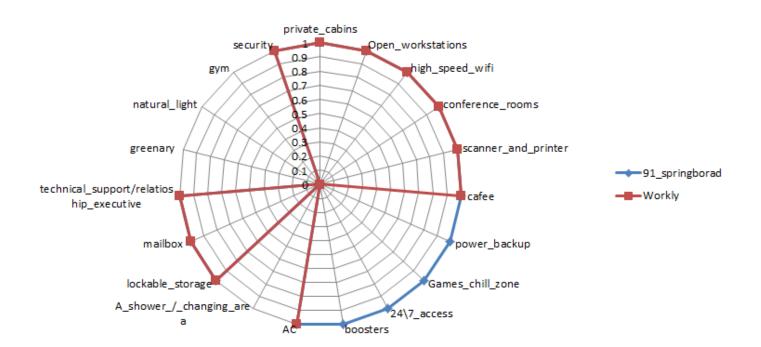
Malad is also a good place for expansion

Nariman Point

Competitors at Nariman point

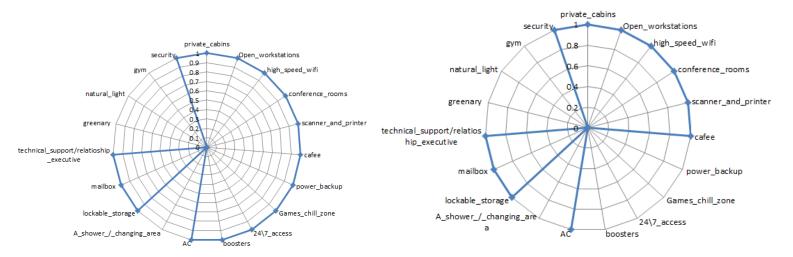


Combined feature comparison at Nariman point

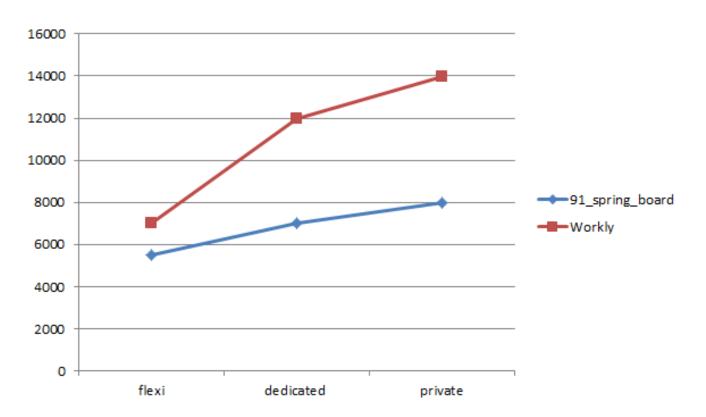


Individual competitor comparison at Nariman Point 91_springboard

Workly



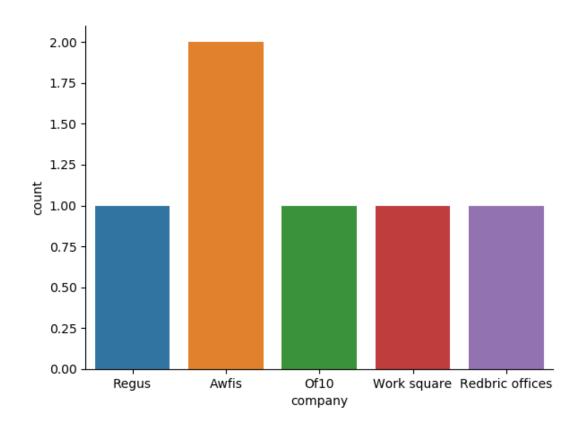
Price Comparison at Nariman point



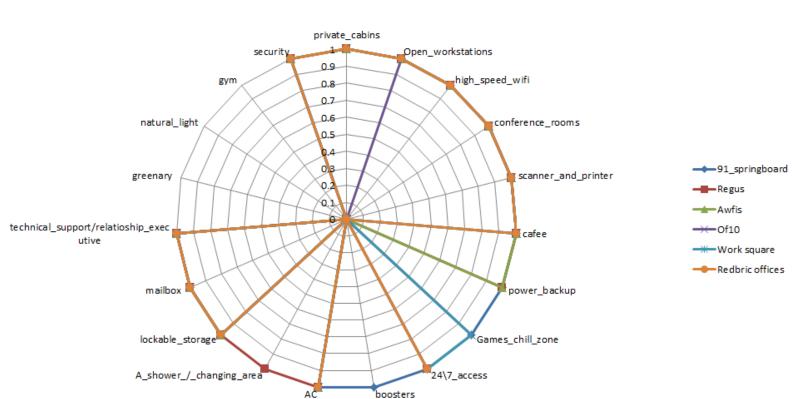
Nariman Point appears to be good place for expansion

Powai

Competitors at Powi



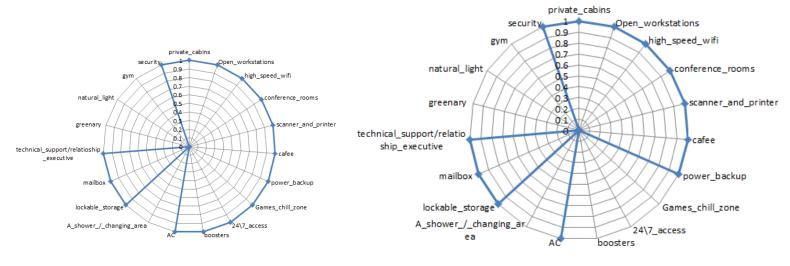
Combined feature comparison at Powai



Individual feature comparison at Powai

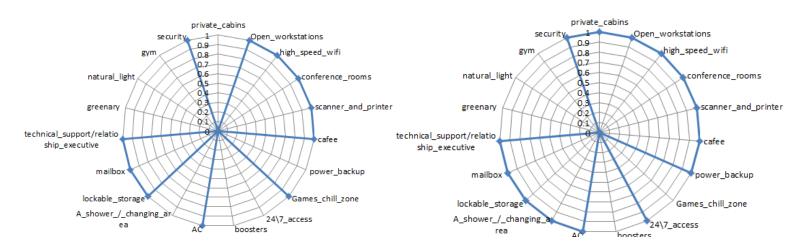


Awfis

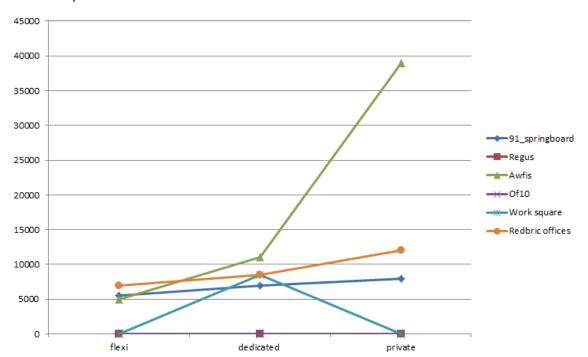


Of10

Regus



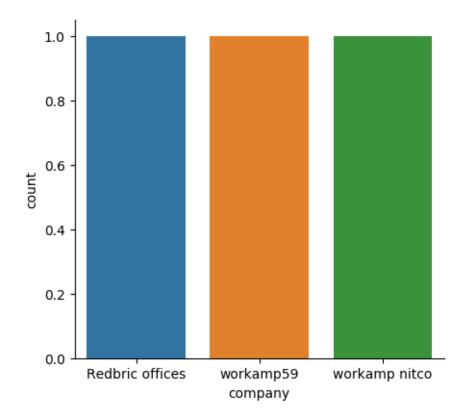
Price Comparison at Powi



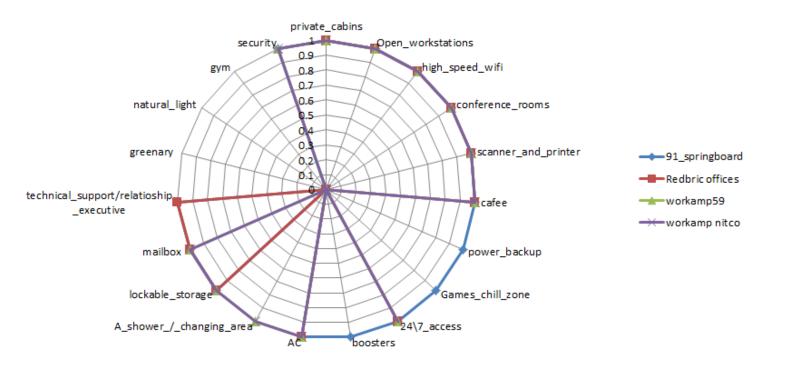
There are many competitors in Powi, But with 91springboards pricing and features Powi can be a good expansion spot

Thane

Competitors at Thane

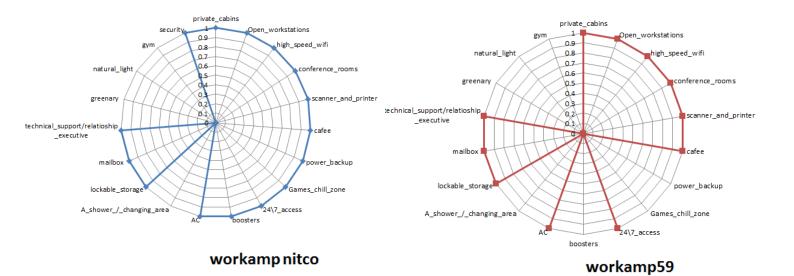


Combined Feature Comparison between competitors at Thane



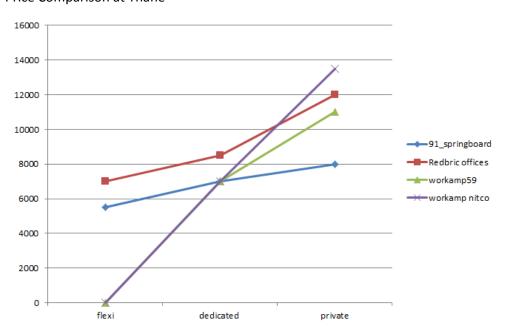
Individual feature comparison at Thane **91_springboard**

Redbric offices



private_cabins private cabins Open_workstations se curit Open workstations 0.9 nigh_speed_wifi high_speed_wifi 0.8 natural_light conference_rooms natural_light conference_rooms greenary scanner_and_printer scanner_and_printer technical_support/rela technical_support/relat tioship_executive cafee ioship_executive mailbox power_backup mailbox power_backup lockable_storage Games_chill_zone lockable_storage Games_chill_zone A_shower_/_changi A_shower_/_changing_ _area 24\7_access boosters boosters

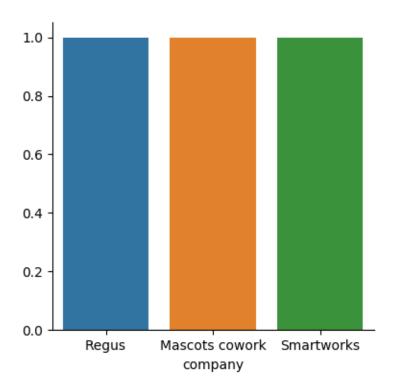
Price Comparison at Thane



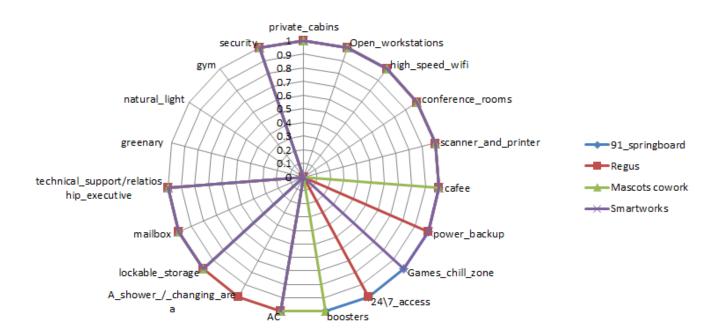
Thane is also far from the cities night life so it may not be a good place for expansion.

Worli

Distribution of competitors at Worli

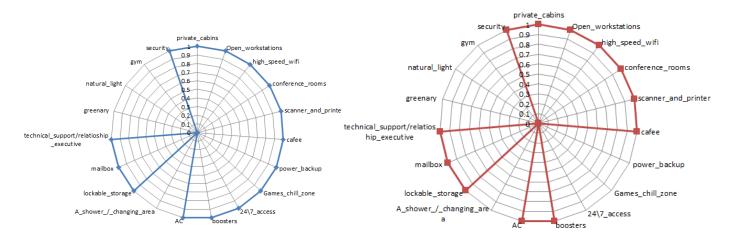


Combined Feature comparison at Worli

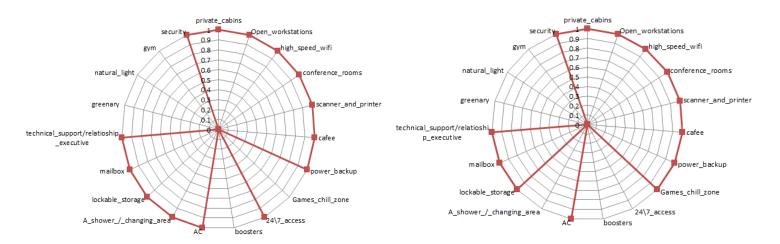


Individual feature comparisson at Worli 91_springboard

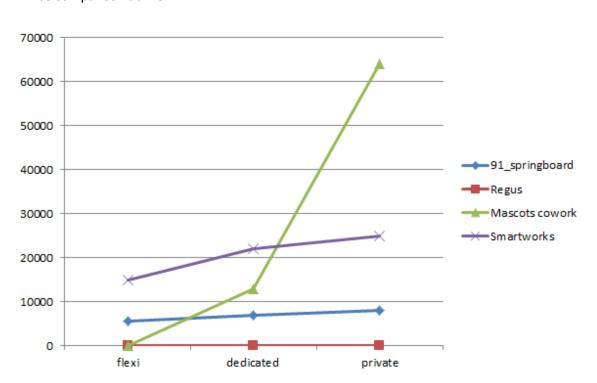
Mascots cowork



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 spring board can look forward towards expanding in any of them expect Andheri west which is too crowded in the co working space.