**Introduction**

A man wants to open a Wada Pav Shop near Shivaji Nagar in Pune. He has got a location where there are other 4 more wada pav shops. He is not able to understand what will be the strategy to take over his clients.

* Starting a Wada Pav outlet does not involve munch investment.
* The government licensing fee is also very nominal. The raw materials are easily available.
* The Switching cost, in case the business does not perform well, is also very small.
* Outlets have been opened at places that are usually thronged by locals and tourists.

**Services**

* Affordable price with different types of combos.
* High hygiene with verity of offering
* Strong branding and local market deep knowledge

**Positioning**

* A good quality product with different verity.
* Standard row material and fresh food for customer.
* Middle and low income group people.
* Mainly Students, Couples, Employees.
* Clean and hygiene branded Wada Pav.
* Low price with best quality compare to others.
* Best Services & Amenities compare to others.