Robot restaurant investment

L.A. resteraunts research

General Details

- Hi! We are a group of friends with a purpose: Opening a robot-oriented café in LA. Our goal is to change the restaurant industry forever! We believe that with the right partners and guidance, It can be the next big thing. In order for us to make decisions on the type of food establishment, we conducted a research on the restaurants in LA last year. This presentation is the results of it.
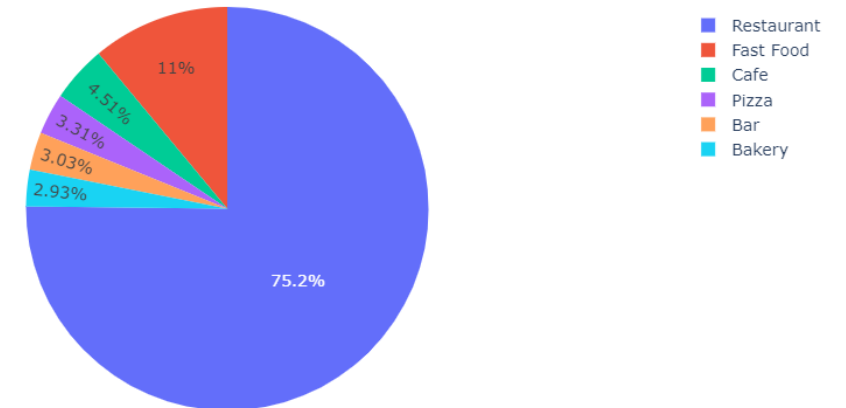
Market

- Our research included over 9000 food establishments in LA. On every restaurant, we had data on it's type, address, number of seats, and whether it's a part of a chain or not. We investigated these parameters so that we could make the right decisions on all of these parameters: Where our restaurant should be, what type it should be, how many seats it should have, and whether we can turn into a chain.

Restaurant type

- 75% of the food establishment market in LA are restaurants and 11% of food establishments are fast food places.The rest of the 14% divide between bars, cafes, bakeries and pizza shops.
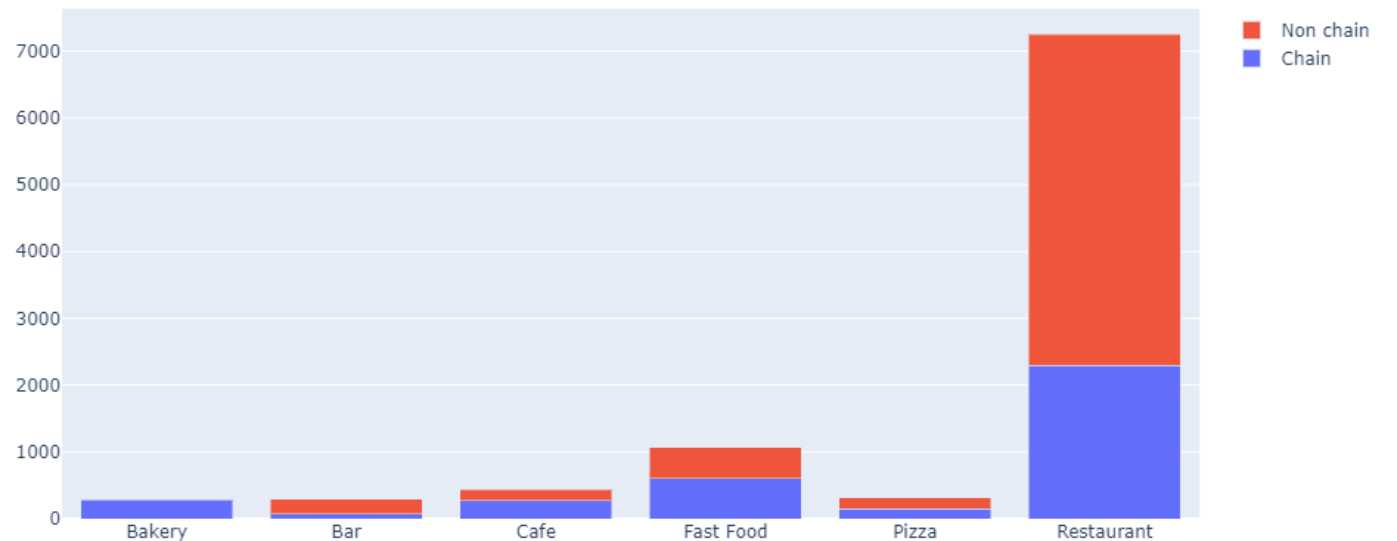
Food establishments in LA

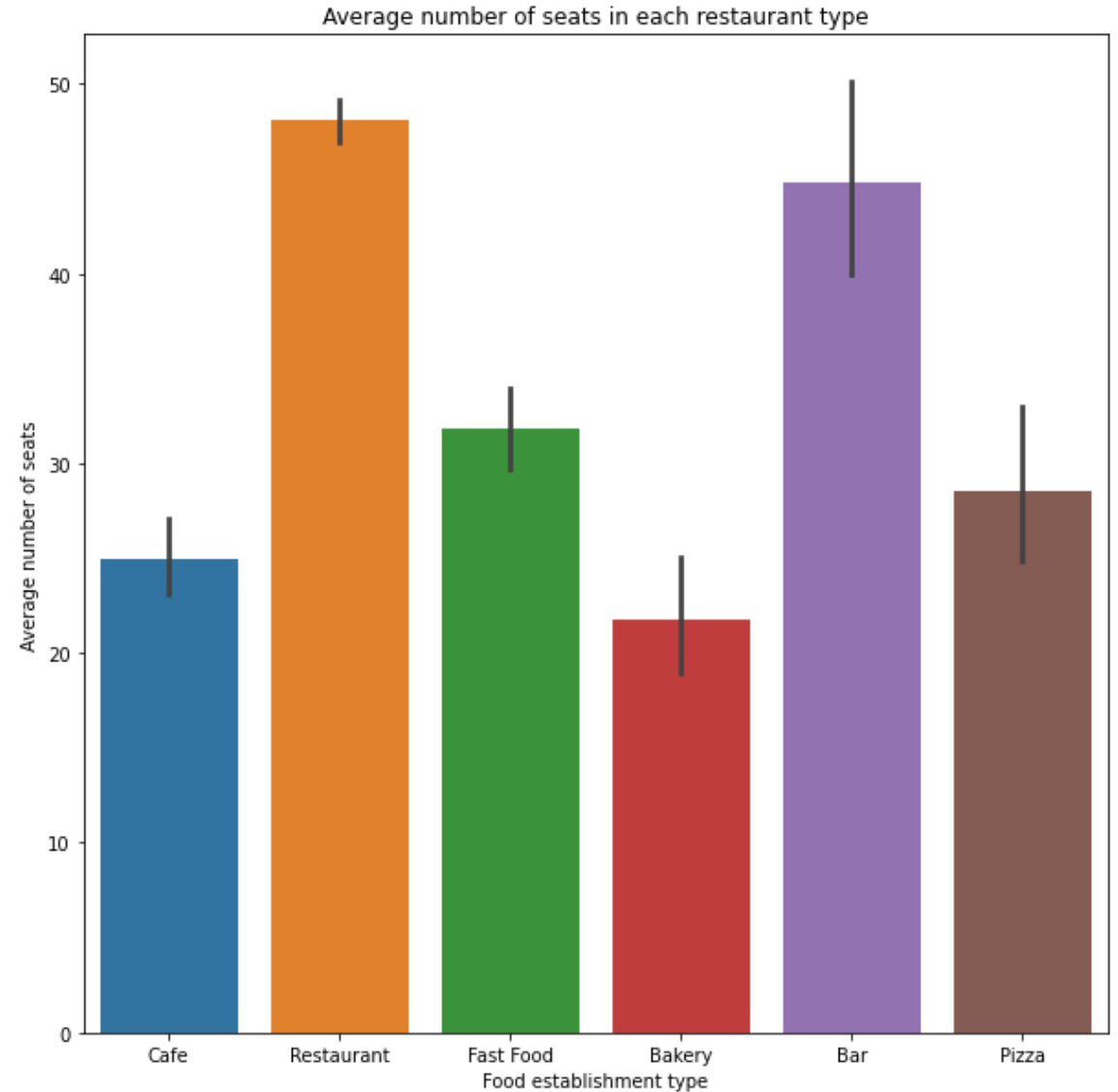|	
■	Restaurant
■	Fast Food
■	Cafe
■	Pizza
■	Bar
■	Bakery

11%
4.51%
3.31%
3.03%
2.93%
75.2%

Chains

- 38% of the food establishments in LA are part of chains.

- The most popular combinations are: chain bakeries(100%), non chain bars(73%) and non chain restaurants(68%).

- The pros of aiming for a chain:

- 1. More customers

- 2. Bigger impact on the food market

- The cons of aiming for a chain:

- 1. High cost

- 2. We won't be unique.
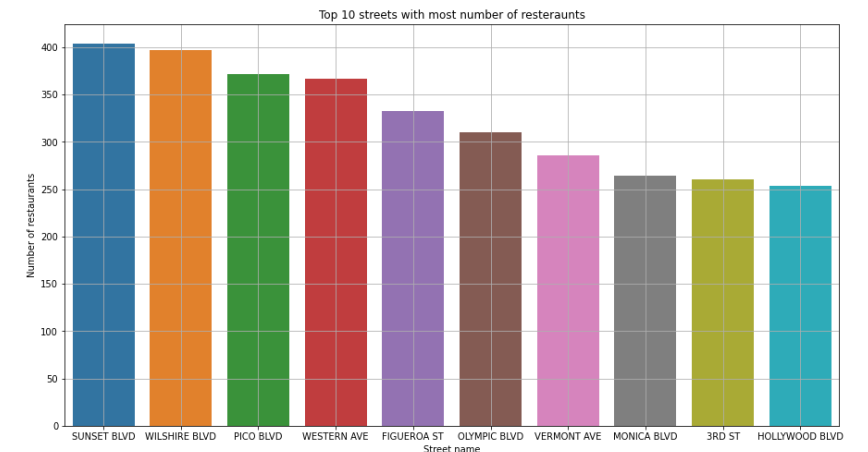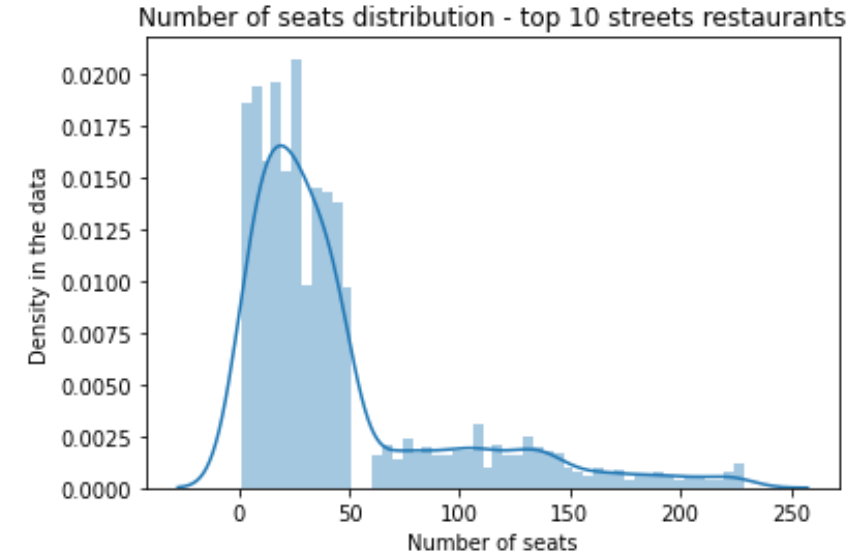
Number of restaurant types per chain

Seating

- Bars and restaurants have a much bigger average number of seats then all the rest.

- Our main advantage in a robot restaurant is fast service, so the optimal number of seats will be high.

Average number of seats in each restaurant type

Address

Number of seats distribution - top 10 streets restaurants

- There are 529 streets in LA with resteraunts on them.

- The most popular streets are Sunset BLVD, Wilshere BLVD and Pico BLVD, with nearly 400 restaurants.

- About 45% of streets in LA that have a restaurant have only 1 restaurant on them.

- The restaurants on busy streets generally have a relatively small number of seats.

Top 10 streets with most number of resteraunts

Final Recomendation

- I think that as a food establishment that is based on robots, our biggest advantages is that we are unique, and that we can handle large groups of customers efficiently. Therefore, I reccomend that our food court should be a resteraunt. They have the biggest share in the market of food in LA, So there are a lot of customers to work with. The down side is that we need to stand out, but I don't think this should be a problem for our robot cafe.. (:. In terms of numbers of seats, I think we should go above 50 seats. This will allow us to use our big advantage in the market: We can reduce the waiting time in restaraunts significantly with our robots. In terms of street, We should be in one of the side streets, so we can have room for a big restaurant, and use the fact that there are many streets in LA with small amounts of restaurants. In terms of developing a chain, I think we should keep our restaurant boutique. This is because it's a very unique place, and it would be hard and costly to copy it excessively.

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