

Comprehensive Market Analysis and Strategic Recommendations for a restaurant

July 2024

Restaurant:

Hello Kitchens

Ambattur, Ambattur Red Hills Rd,
Shanmugapuram, Sivaprakasam Nagar, Korattur,
Chennai, Tamil Nadu 600066
089393 96070

By

Nithesh Krishna V K (DM251054)
Nivashini E (DM251055)
Great Lakes Institute of Management Chennai
2023-2025

TABLE OF CONTENTS

1. ABOUT THE RESTAURANT INDUSTRY	3
2. WHAT IS IT WITH BIRYANI?	3
3. ABOUT THE RESTAURANT	4
4. NEED ANALYSIS	4
5. SEGMENTATION AND TARGETING	4
6. LOCATION ANALYSIS	5
7. COMPETITOR ANALYSIS	6
7.1 Punjabi Dhaba (500m):	6
7.2 Jaipur Rasoi Chats and Restaurant (350m):	6
7.3 Hotspot (1.4 km):	6
8. SOCIAL MEDIA ANALYSIS	6
8.1 Google	6
8.2 Website	7
8.3 Instagram	7
9. FOOD DELIVERY APP ANALYSIS	9
9.1 Swiggy	9
9.2 Zomato	9
9.3 Recommendations	9
10. OVERALL RECOMMENDATIONS	10
11. REFERENCE	12

1. ABOUT THE RESTAURANT INDUSTRY

The restaurant landscape in India is burgeoning at an unprecedented pace, heralding a golden era for the food service industry. With an anticipated leap to a staggering USD 77.54 billion in 2024, the sector is set to further soar to USD 125.06 billion by 2029, flourishing at an impressive Compound Annual Growth Rate (CAGR) of 10.03% over the forecast period.

In today's world, the preference for eating out has grown compared to home-cooked meals. Several factors contribute to this trend. Consequently, home cooking has decreased from previous levels, leading to increased footfall in eateries. It is also because of the increased disposable income.

In Chennai, Anna Nagar has recently gained fame for its food stalls. The number of eateries has risen significantly, drawing large crowds.

2. WHAT IS IT WITH BIRYANI?

Biryani sells well across lunch and dinner, while Pizza is skewed towards dinner timings. Biryani is a favorite across age-groups and regions while Pizza is skewed towards the young population.

Hyderabad's love for Biryani is unmatched, with the city ordering a whopping 13 million biryanis in the past 12 months. With the city making 1 in 5 biryani orders in India, Hyderabad has been crowned as India's biryani capital. (March 17, 2024)

Food ordering platform Zomato recently disclosed its food-ordering trends for the year 2023, highlighting biryani and pizza as the top contenders, with over 10.09 crore and 7.45 crore orders, respectively.

In 2023, India collectively ordered an impressive 2.5 biryanis per second, with a ratio of every 5.5 chicken biryanis to one veg biryani, the food platform said. The biryani craze saw 2.49 million new users on Swiggy making their debut with a biryani order.



3. ABOUT THE RESTAURANT

Acquired an existing restaurant by the founder from January 2023 and revamped everything from the restaurant name, logo, menu to operations and overall management. The restaurant is located in Korattur, Chennai. The restaurant has limited seating and it works well with takeaways. Free delivery is provided for orders in the nearby locations. It also delivers food through Swiggy and Zomato.



4. NEED ANALYSIS

- To increase brand awareness.
- To improve sales and profitability of the business.
- To show that their quality is impeccable.

5. SEGMENTATION AND TARGETING

Customer segmentation based on Income:

Income Group	Income (per annum)
EWS	Upto INR 3L
Low Income Group	INR 3-6 L
Middle Income Group	INR 6-18 L
High Income Group	>18 L

Target Customers based on income

- Middle Income group (90%)
- High Income group (10%)

Income Group	Preference
Middle Income Group customers	Dine in and take away
High Income Group customers	Take away
Customers who stay in a nearby lodge.	Take away
Staffs from the nearby school	Take away
Student	Dine in

6. LOCATION ANALYSIS

Schools and Hospitals:

1. Middle School Puzhal, Shanmugapuram (290 m)
2. Sree Saraswathi Matriculation School, Ambattur (1km)
3. Chuttie Kutties Day Care & Play School, Kallikuppam, Ambattur (1km)
4. Rise 'N' Shine - The International Play School (1.1 km)
5. Adama Hospital, Kallikuppam (1.1 km)
6. Velammal CBSC school (900m)
7. Everwin Vidhyashram CBSE Surapet (1km)

Party Hall:

8. Venkateshwara Party Hall (950m)

Colleges:

9. Velammal Engineering College (2 km)
10. Soka Ikeda College of Arts and Science for Women (2.5 km)
11. Annai Violet Arts and Science College (2.9km)

7. COMPETITOR ANALYSIS

7.1 Punjabi Dhaba (500m):

It is a dhaba-themed family restaurant. It has both normal seating and themed seating. It is focused on different varieties of roti and gravies. A lot of options are available in both veg and non veg gravies. They also serve limited options for veg and nonveg fry and rice items. The restaurant does not serve biryani. The restaurant sees more customers for dinner. It offers dishes in the normal price range. It has a good google rating of 4.1.

7.2 Jaipur Rasoi Chats and Restaurant (350m):

It is a vegetarian restaurant with a decent seating capacity open from 12 noon to 3.30 pm and 6.30 to 10 pm. It offers various vegetarian options in starters, curries, bread, and rice. They also have sandwiches, pani puri, and chats. This has the potential to bring customers who prefer to eat snacks. It has a google rating of 4.7. They are priced a little higher.

7.3 Hotspot (1.4 km):

This is a small food hub but has a cool ambiance with both vegetarian and nonvegetarian options. It focuses on waffles, burgers and fries, rice, and starters. The ambiance is in such a way it can attract young customers who prioritize the place and food. It is open from 12 noon to 11 pm. Hence it caters to lunch, snacks, and dinner. It has a 4.4 google rating.

8. SOCIAL MEDIA ANALYSIS

8.1 Google

- **Reviews:**

- Found on analysis that the restaurant responds to most of the comments.
- But it needs to be improved. Response to both positive and negative comments promptly will help in showcasing the restaurant which values customer feedback.
- Encourage customers to post their reviews.

- **Menu and offers:**

- When analyzed in June, the last offer-related information in google was 4 months ago.
- But on-site visit, we were able to find new combo offers.

- High-quality images of the updated menu or should be uploaded every time there is a change to ensure that the updated information is passed on to the customers.
- **Google My Business Insights:**
 - Spend time regularly every week to understand the Google My Business insights to understand
 - Search keywords used by the customer to find the restaurant.
 - Actions taken by the customer after they find the profile.
 - Queries faced by the customer. For example: more direction-related calls mean the location needs to be verified by the business.
 - Try incorporating the most used keywords in the business description and posts.
 - Optimize the restaurant's Google Business Profile with relevant keywords to improve local search rankings. Encourage customers to mention specific dishes or services in their reviews to boost SEO.

8.2 Website

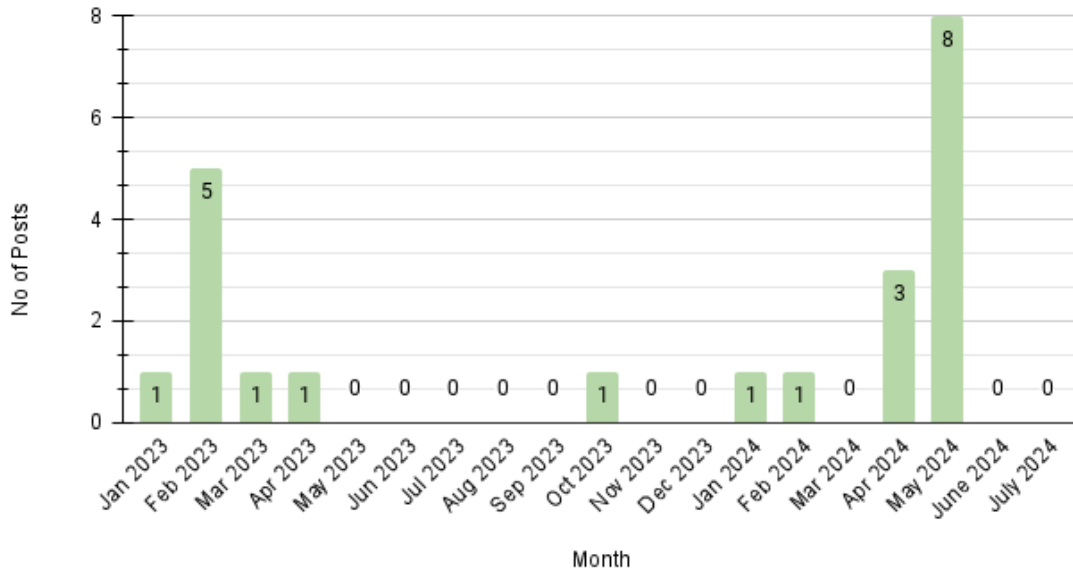
- Currently there is no website for Hello Kitchens.
- **Recommendations:**
 - Having a website will enhance the visibility of the restaurant. This brings credibility to the business.
 - Developing a website during the growth stage of a restaurant might be costly. Hence economical options like a one page website, and low cost hosting could be leveraged.
 - Another powerful option is to leverage Instagram and facebook for online presence.

8.3 Instagram

- **Username:** hellokitchens2023
- **Number of posts:** 22 posts
- **Number of followers:** 41 followers.
- **Content:** 16 reels and 6 posts.
- **Account type:** Personal account and not a business account.
- **Profile information:** Non availability of restaurant location and contact information in the bio.
- **Highlights:** None present.
- **Customer engagement:** No engagement with customers through stories/comments.

Post frequency analysis

No of Posts vs Month



- **Frequency:** On analyzing the frequency of posts on Instagram, clearly shows that there is a lack of consistency in posting content. There are peaks and lows.
- **Content form:** The majority of the content is reels but those aren't videos. They are posters with background sound. This could be put as a post with background sound as well. And there is a repetitiveness in the reel with the only difference being the background sound.
- **Content type:** Anniversary post, post on new combos along with the prices.
- **Recommendations:**
 1. **Improvise the profile content:**
 - a. **Username:** Username could be improved with the area name. This will increase visibility. Example: hellokitchens_ambattur. Different patterns could be tried around this.
 - b. **Bio:**
 - i. Add a short description of the restaurant
 - ii. Include contact information and complete address
 - c. **Highlights:** Create highlights for certain key areas as a starting step such as:

- i. **Menu:** Showcase the updated menu. Keep updating it here whenever the menu is altered.
- ii. **Offers:** Add posts related to discounts or combo offers.
- iii. **Reviews:** Share pictures or videos of happy customer testimonials.
- iv. **BTS:** Provide a glimpse of behind-the-scenes (BTS).
Example: BTS in the kitchen, pre-preparation tasks, ways in which cleanliness is maintained

2. Consistency in posting:

- a. Create a content calendar priorly for the upcoming month.
- b. Try to post around 3 to 4 posts every week.
- c. Diversify the content with a mix of reels, posts, and stories.

3. Content quality: Avoid using the same image for different posts. Focus on showcasing different aspects like restaurant ambience, staff, dishes, combos, new launches, offers, informative food content and so on.

4. Customer engagement: Use Instagram stories to engage with the customers. Have regular interactive polls, Q&A to understand the customer trends. Respond to all the comments present in the posts. Come up with special campaigns. Example: In the week of World Biryani Day, encourage customers to post a story of the image of them with Hello Kitchen's biryani and tag the restaurant.

9. FOOD DELIVERY APP ANALYSIS

9.1 Swiggy

Rated 4.7, the restaurant had biryani, noodles, veg and non veg starters in the menu. The menu lacked combo items which were available in the restaurant. Combos will attract a lot of customers as they will be able to taste more than one dish at a better price. Restaurant offers were available. Image and description were present only for a few dishes. The hotel specializes in biryani but the description had "North Indian, Chinese". Proper keyword inclusion is necessary for more reach of the restaurant.

9.2 Zomato

Rated 4.3, the restaurant had a similar menu as Swiggy with one additional biryani combo in the menu. Restaurant offers were available here as well.

9.3 Recommendations

- Include more relevant keywords for the description of the restaurant.

- Update the menu and have similar menus in both Swiggy and Zomato.
- Introduce “Swiggy special/Zomato special combo section”. Analyze the orders coming through Swiggy and Zomato and curate combos accordingly. In times of IPL season, “IPL special combos” can be introduced as this will be the top search keyword during that time. It could include family bulk packs with biryani, starter and cool drinks for a family for 4.

10. OVERALL RECOMMENDATIONS

1. Target the younger audience in the schools and colleges nearby, design and distribute eye catching pamphlets. The pamphlet should include the details of the restaurant with new combo offers which will attract them.

Example:

- Chicken Biryani (1) + Chicken 65(3 pcs) + Coke(250ml) => Rs. 200
- Show your student ID card and get 10% off on all dishes.

2. **Happy Hour:** Choose an hour which is less busy and offer soft drinks at half the price.

3. **Targeting Kids:** Nowadays, kids love to have biryani. The potential issues on getting a biryani for a kid might be
 - The kid will not be able to finish it completely.
 - Parents fear if biryani affects the kids.
 - Biryani might be spicy for kids.

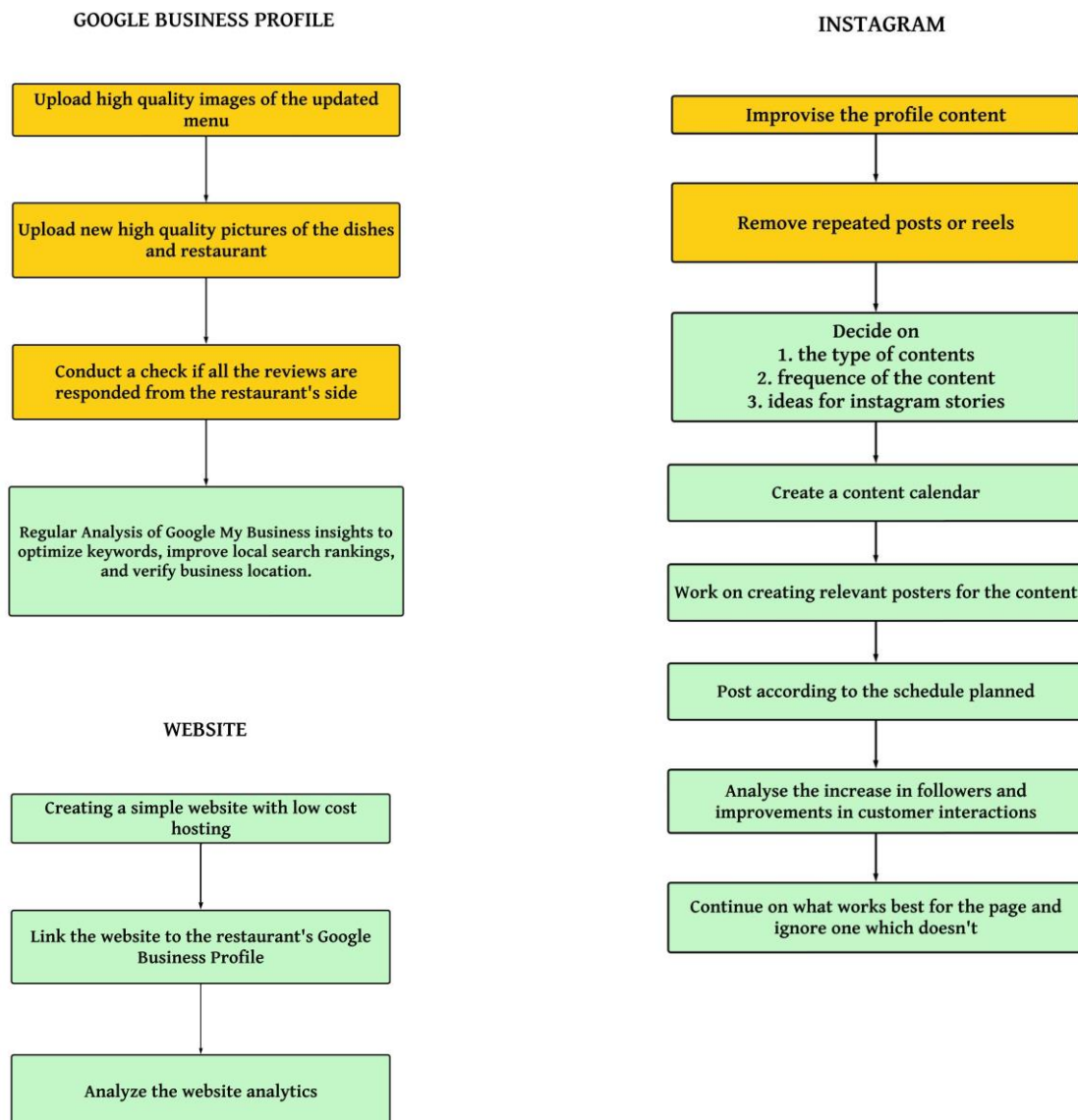
Curating a Kid’s special biryani box by trying to address these queries.

- **Kid’s special Biryani Box: Biryani (100 gm) + Egg (1) Chicken 65 (2 pc) + Curd + Chocolate + Butter milk (200 ml)**
- Pack it in a smaller size combo box. Paste a cartoon sticker on the box to make it more attractive.

A box similar to this was launched by Thalapakatti in 2020.

4. **Bulk orders:**
 - Create separate pricing for bulk orders.
 - Focus on creating corporate packages with attractive pricing and customisable options for bulk corporate orders.
5. Plan priorly for anniversary special offers

6. Try to get pop up stalls in any events, food fairs or malls to allow new potential customers to try out the dishes.
7. Incorporate the changes mentioned in improvising the social media platforms. Doing it on your own is one option which requires time, effort and domain knowledge. Another option is to hire a freelancer or a social media manager for a fixed period of time or for a fixed agenda of activities. This will require cost, but it does not cost as much as having a full-time social media manager. The hired consultant will have domain knowledge and can work according to your requirements. He/She will help to establish professional and optimized social media profiles. Consultants can provide insights and analytics to understand customer behavior and preferences, helping in making informed decisions. The below flowchart mentions the activities for improvement. The yellow fields mean the activities can be performed by the restaurant owner on his own. The green fields mean it would be great if a consultant is hired to work on these.



11. REFERENCE

- [1]
https://www.rbi.org.in/Scripts/BS_ViewBulletin.aspx?Id=17314
- [2]
<https://www.mordorintelligence.com/industry-reports/india-foodservice-market>
- [3]
<https://www.imarcgroup.com/india-online-food-delivery-market>
- [4]
<https://therollingplate.com/booming-of-food-delivery-industry-in-india/>
- [5] <https://www.kenresearch.com/industry-reports/india-online-food-delivery-market#:~:text=Future%20Outlook%20and%20Projection,into%20online%20food%20delivery%20service.>
- [6]
<https://blog.swiggy.com/2024/04/05/exploring-indias-love-affair-with-biryani-winners-edition/>

