



CAMPUS CRAVINGS

Developing a Restaurant Chain Tailored for the Youth

MGMT 582: Management of Organizational Data

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INTRODUCTION



Project Focus

Exploring opportunities to develop a new chain of restaurants, tailored to the 18-24 age demographic, in prominent university towns across the U.S. **Our focus is on convenient meals that cater to student lifestyles.**

NOTE: Due to the impact of COVID-19, we will use February 2020 data as a baseline, reflecting normal operations prior to the pandemic



Target Areas

- Purdue University (Tippecanoe County)
- University of Illinois Urbana-Champaign (Champaign County)
- Pennsylvania State University (Centre County)
- Indiana University, Bloomington (Monroe County)
- University of Mississippi (Lafayette County)

MARKET ANALYSIS



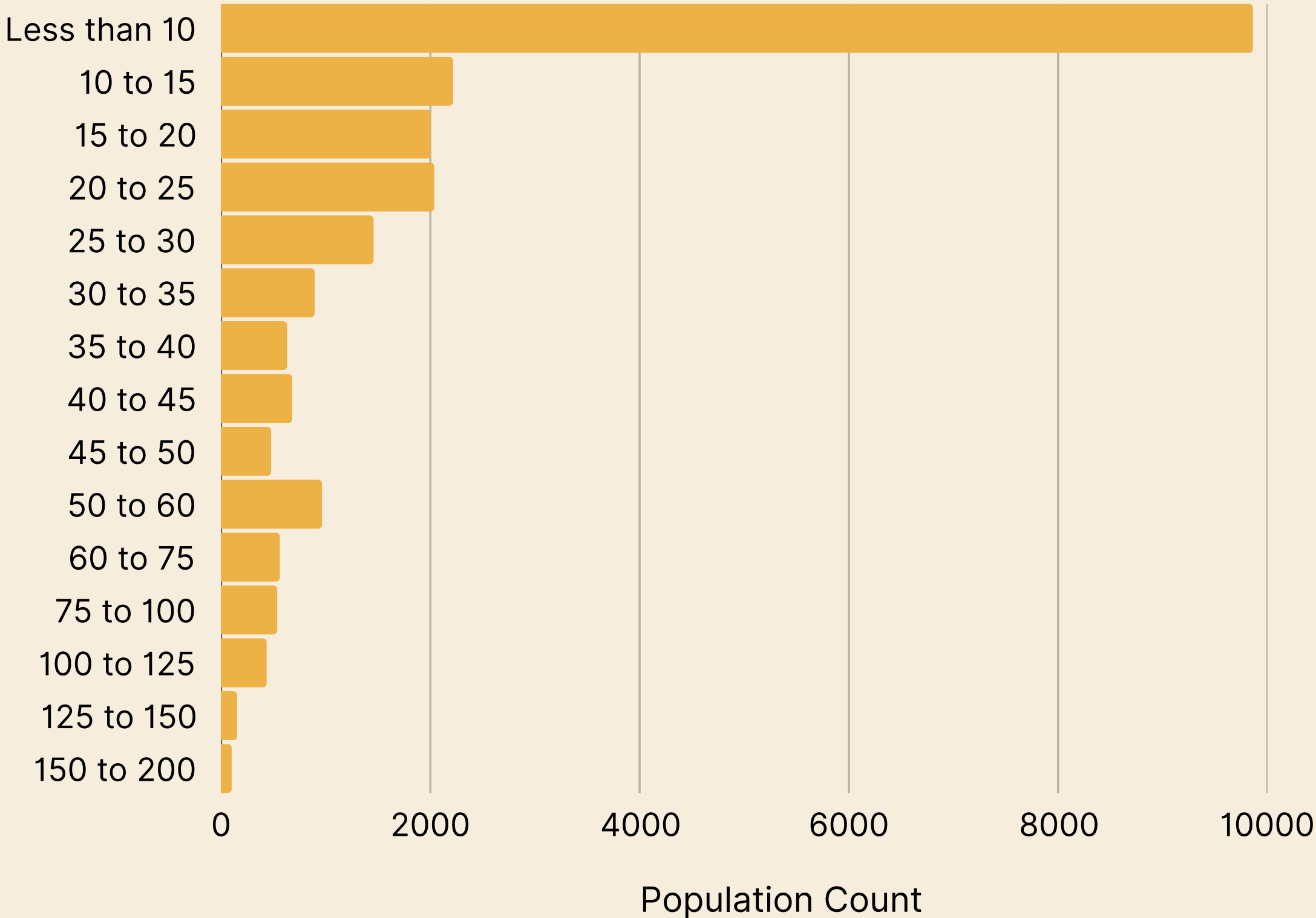
Income band distribution in high youth density areas (K)

Target Low-Income Consumers

- Focus on affordability with budget-friendly menu options to attract consumers earning below \$10k.

Tiered Pricing

- Implement tiered pricing for standard and premium dish versions to cater to both budget-conscious and moderate-income customers (earning \$20-35k).



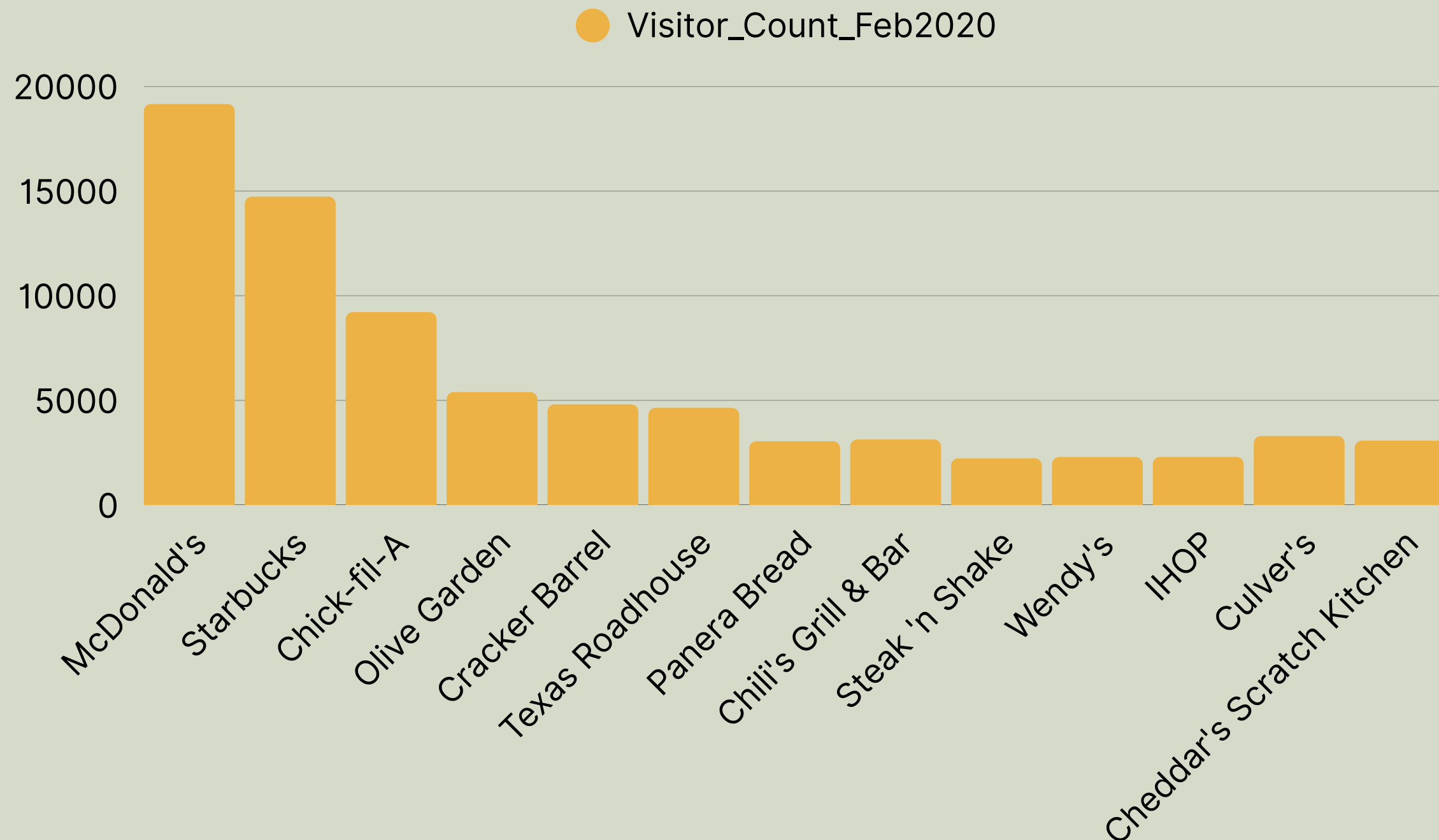
LOCATION ANALYSIS

COUNTY	TIPPECANOE	CHAMPAIGN	CENTRE	MONROE	LAFAYETTE
CBG	181570104001	170190004011	420270125001	181050002022	280719503012
Average Footfall	27605	19433	14481	19674	42456
Location	Farmer's Fridge	Starbucks	UR Pizza	Subway	Steak 'n Shake
Restaurant Footfall	2	2	1	3	1

- 1. **Key CBGs:** CBGs with a high youth density (18-24 year olds > 80%) and strong foot traffic identified for restaurant development
- 2. **Ideal Build Locations:** Within these CBGs, we have identified locations with the lowest average footfall, ideal for purchase and repurposing

BRAND APPEAL

Based on the top 20 restaurants across the five counties, we have identified restaurants that have >1 location



Insights

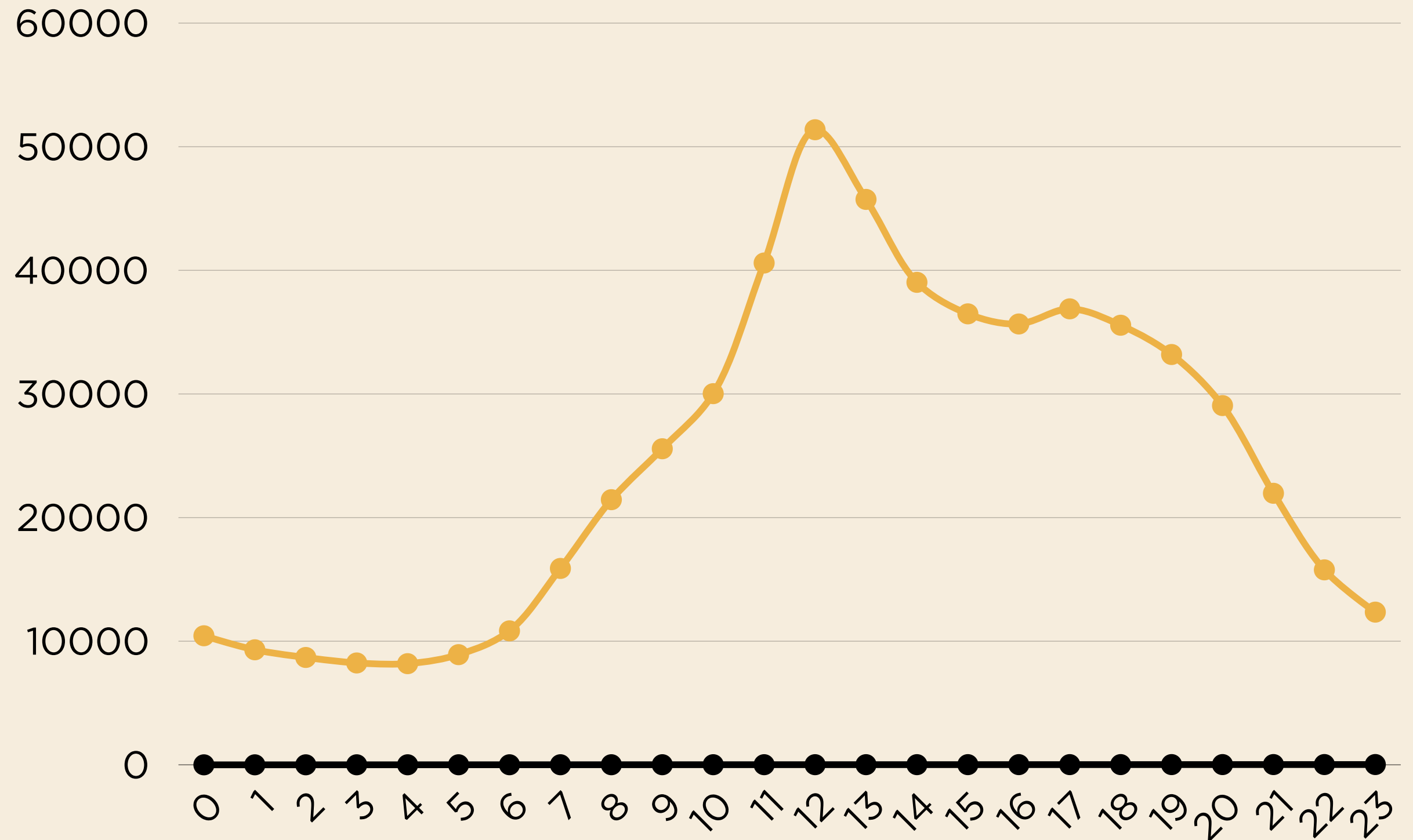
- **High Traffic Brands:** Strong demand for quick-service options (e.g., McDonald's, Starbucks).
- **Focus on Fast Food & Coffee:** Brands like Chick-fil-A, Wendy's, and Starbucks highlight a market for quick, affordable meals.
- **Group Dining Opportunities:** Spacious environments are essential for larger gatherings (Eg: Olive Garden).
- **Menu Diversity:** Offer a wide range of options, including vegetarian and health-conscious choices (e.g., Panera Bread, Chili's).

DEMAND ANALYSIS

Insights

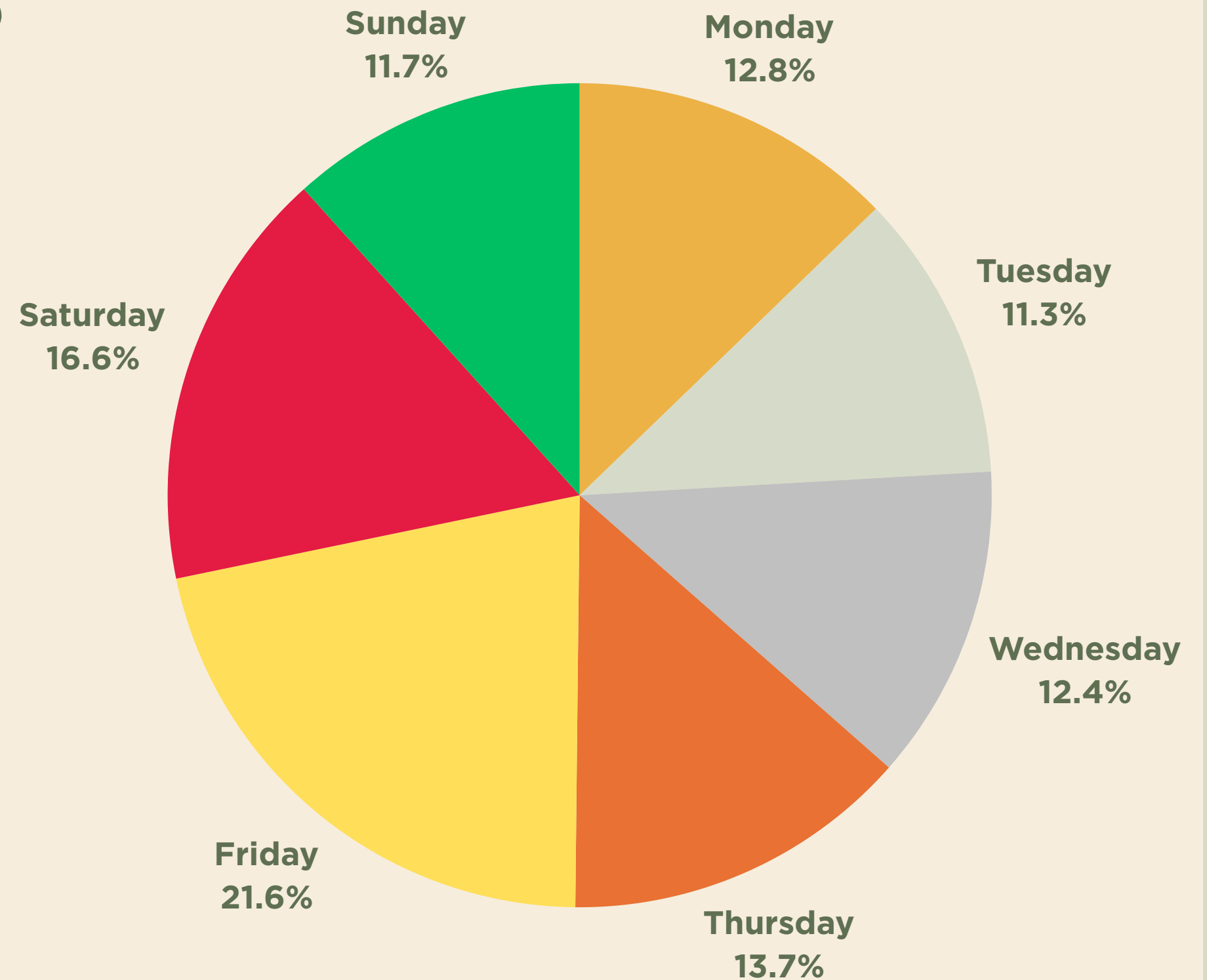
- **Capitalize on Peak Times:** Focus promotions and offerings on lunch and brunch, as these are the busiest times, especially in youth-dense areas.
- **Class Break Rush:** Anticipate a surge in foot traffic during lunch hours when students are taking breaks between classes. Plan for increased staffing and quick-service options to cater to the rush.

Footfall over time for restaurants in high youth density areas



WEEKLY INSIGHTS

- **Weekend Opportunities:** Maximize Fridays and Saturdays by offering social-friendly events or deals, as these days see the highest foot traffic due to student social activities.
- **Plan for Sunday Slowdowns:** Expect lower traffic on Sundays as students typically prepare for the week. This can be a great day for quieter events, study-friendly environments, or special meal deals.





THANK YOU