

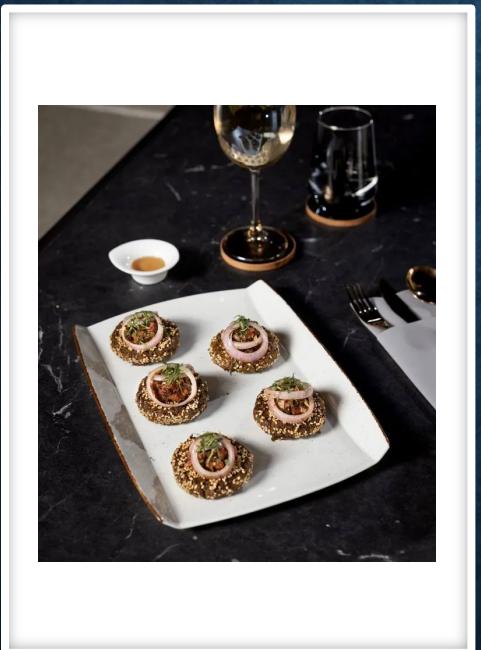


THE INDIAN CHANNEL

Local Company Analysis By Krish Patel

BACKGROUND OF RESTAURANT AND OWNERS

- A restaurant located in Ahmedabad (City in India and my Hometown)
- Located in Bodakdev area (busy area)
- A luxury fine dining restaurant offering a multi-cuisine culinary experience,
- New restaurant opened on 25th July 2023
- The owners had 4 years of experience in catering business





WHAT DO THEY DO? *(THEIR GOAL)*

- Provide multi-cuisine Fusion Food
- Provide Luxurious atmosphere for Dining
- also offers entertainment in the form of shows during dinner service.
- Provide services for events like party, gathering from small to big, even exhibitions.

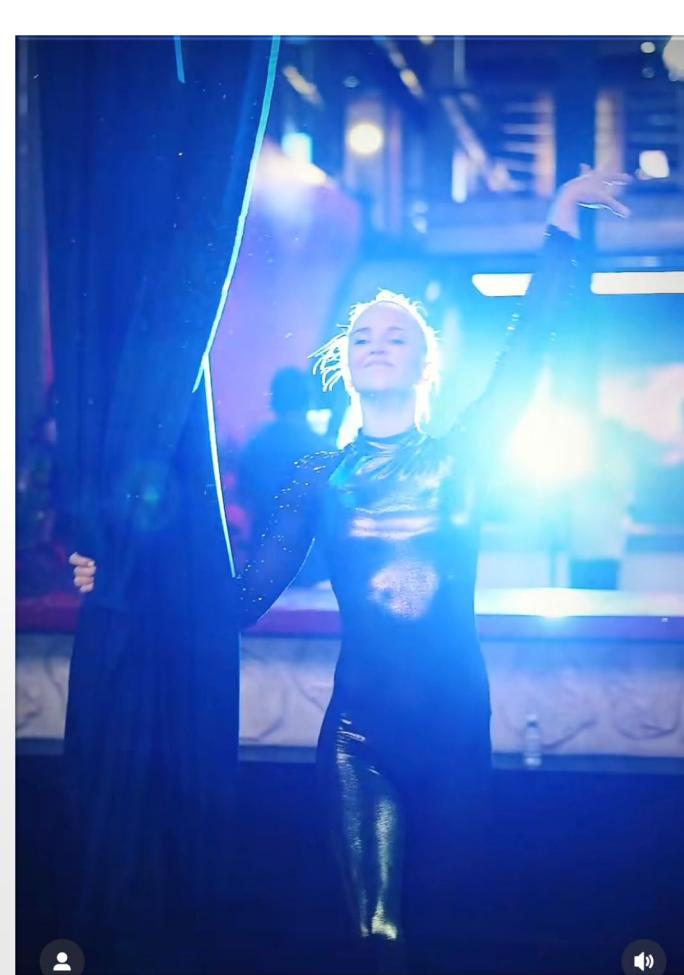


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atongallery.in Last Chance for Stunning Chaniya
Cholis and Festive Wear for Kids! ★

Age: 6 Months to 9 Years Old

Exhibition



Arial dance performed during dining hours



LAUNCH EVENT RADIO
FM ORGANIZED

WHY I CHOSE THIS BUSINESS ?

**BEFORE ANSWERING THIS QUESTION, I WOULD LIKE TO TALK ABOUT:
THE LOCAL ENVIRONMENT IN AHMEDABAD !**

LOCAL ENVIRONMENT

PEOPLE OF AHMEDABAD (CONSUMER BEHAVIOR)

- People love to go out and EAT!!!!!!
- They want to try new food from new places
- They want to socialize
- Lots of event and festivals (Garba, Diwali etc.)

LOCAL ENVIRONMENT (RESTAURANT MARKET)

- There is a growing sales in Ahmedabad restaurant market
- High competition (many new restaurants opening every month)
- Reasons:
 - Tourism and Cultural Influence
 - Engagement with Food Bloggers and Technology
 - Educational Institutions and Diverse Population
 - Restaurant Innovation and Customer Experience

The screenshot shows a news article from **The Restaurant Times**, powered by POSIST. The article title is **How Are Ahmedabad Restaurateurs Growing Sales With Changing Tastes and Trends**. The page includes navigation links for TRENDING, CLOUD KITCHEN, RESTRO GYAAN, TECHNOLOGY, RESOURCES, FOODPRENEURS, and CASE STUDY. A purple sidebar on the right features the text "The Most Integrated Cloud Kitchen".

Source: Interview with one of the owner & [How Are Ahmedabad Restaurateurs Growing Sales With Changing Tastes and Trends \(posist.com\)](https://www.posist.com/article/how-are-ahmedabad-restaurateurs-growing-sales-with-changing-tastes-and-trends)

WHY I CHOSE THIS BUSINESS ?

- **personal connections (easy to get information)**
- **Interest on how Indian channel going to survive as a new restaurant in this highly competitive market**
- **How will restaurant retain its customers (main issue and point)**

VALUE PROPOSITION

- The Indian Channel has established itself as a premier luxury fine dining destination, offering diverse and sophisticated culinary experience. The restaurant's expert team of chefs, led by Executive Chef Aishwarya R. Mertiya, has curated a menu showcasing international cuisines, emphasizing locally sourced ingredients. Each dish is crafted with precision and care, using only quality ingredients. The menu is carefully curated to showcase the team's expertise in classic and contemporary cooking techniques, featuring a selection of signature dishes.

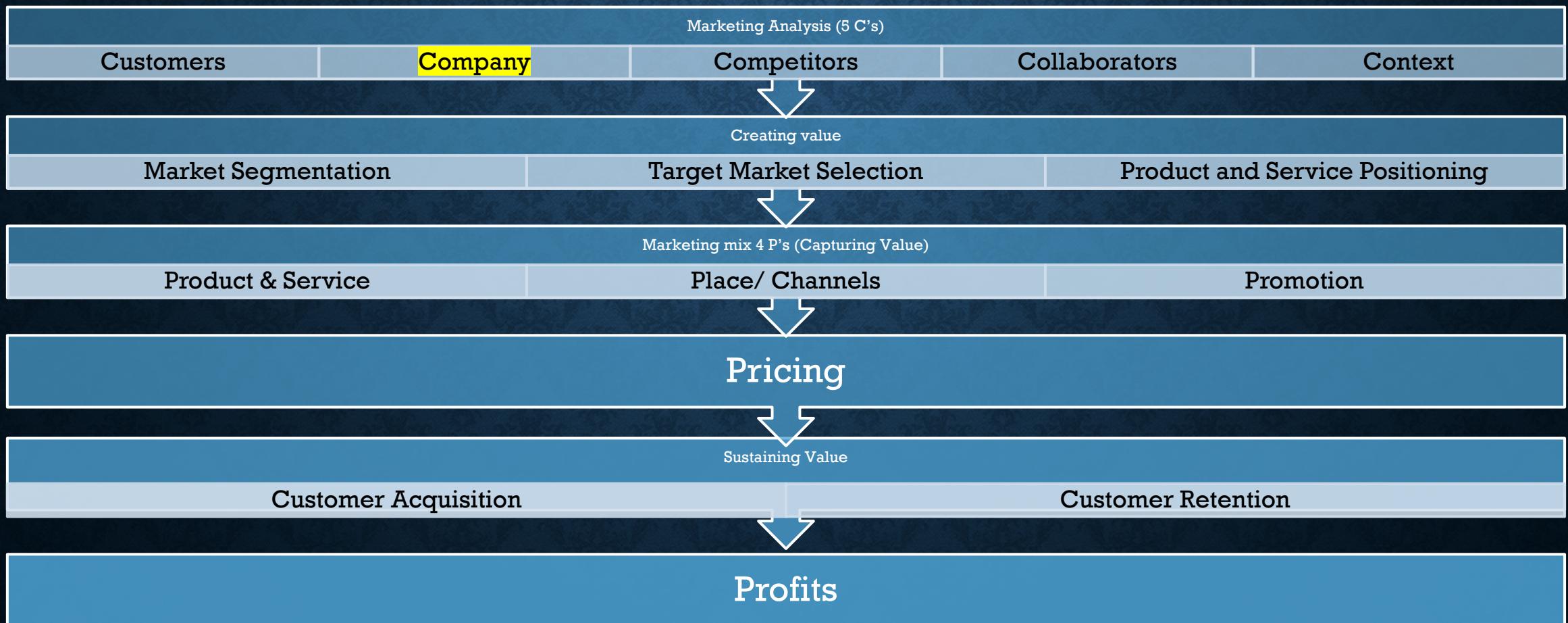
DOLAN'S SCHEMATIC OF MARKETING PROCESS



CUSTOMERS NEEDS?

- What do people in Ahmedabad need/want from a restaurant ?
 - Good tasty Food
 - Good experience (socially/servicing)
 - Some new experience (something uniquely presented/ unique service/ unique atmosphere or design)
 - Unique or new cuisine

DOLAN'S SCHEMATIC OF MARKETING PROCESS



COMPANY SKILLS?

- What skills does Indian Channel Have to satisfy the customers needs?
 - Event Catering Expertise by the owners
 - they have expert team of chefs (chef head worked in big hotel brands all over the world)
 - Who helped to design menu with fusion and other international cuisines
 - New technology
 - 4000 dollars worth pizza machine and other food machines
 - Well trained staff for servicing
 - Good Financial background

Source: Interview with one of the owner & [*Luxury fine dining experience unveiled at The Indian Channel in Ah... \(localsamosa.com\)*](#)

COMPANY SKILLS *(ANALYZING)*

- Core competency –

(1) make a significant contribution to the creation of perceived customer value

- Does it make customers feel they're getting something really good for what they paid for?
- Does it make them feel connected and happy with what is provided?

(2) difficult for competitors to imitate

(3) DOES IT SATISFY THE NEEDS/WANTS of people in Ahmedabad from a restaurant (MOST IMPORTANT)

COMPANY SKILLS *(ANALYZING-2)*

Customers Need	Company Skills	Satisfy needs?	Hard to imitate by competitors?
Good Quality, Tasty Food	Expert team of chefs, technology for food	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Good Experience	Well trained staff for servicing	<input checked="" type="checkbox"/>	
New Experience	Environment, design of a luxury style restaurant because of good finance	<input checked="" type="checkbox"/>	
New variety of food	Expert chef who designed menu who has experience from luxury big brand hotels	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

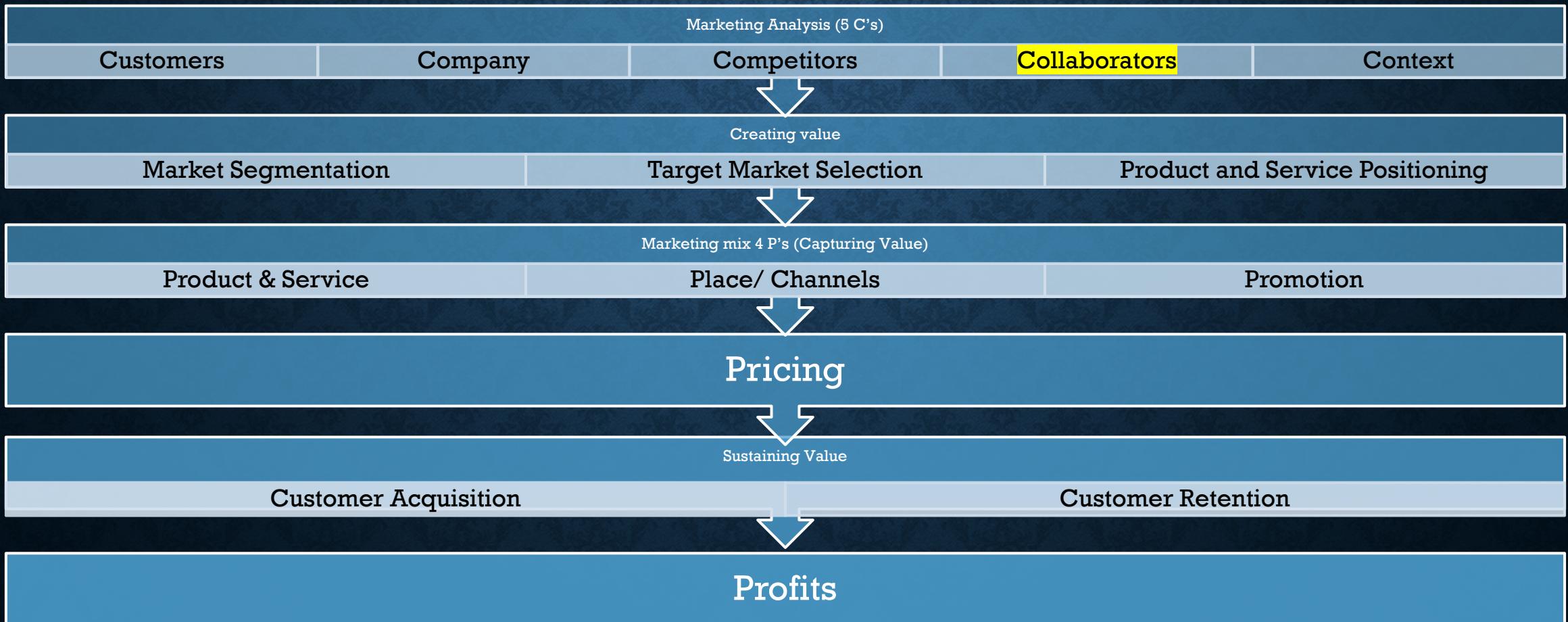
DOLAN'S SCHEMATIC OF MARKETING PROCESS



COMPETITORS

- Other restaurants in Ahmedabad
 - Example: Gordhan thal, neem tree, Tinello (Hyatt hotel's restaurant) and many more
- Specially restaurants who tend to offer this type of dining
 - Agashiye – The House Of MG
 - Palms Kitchen – Fairfield By Marriott
 - Mr. and Mrs. Somanı
 - And many more

DOLAN'S SCHEMATIC OF MARKETING PROCESS



COLLABORATORS

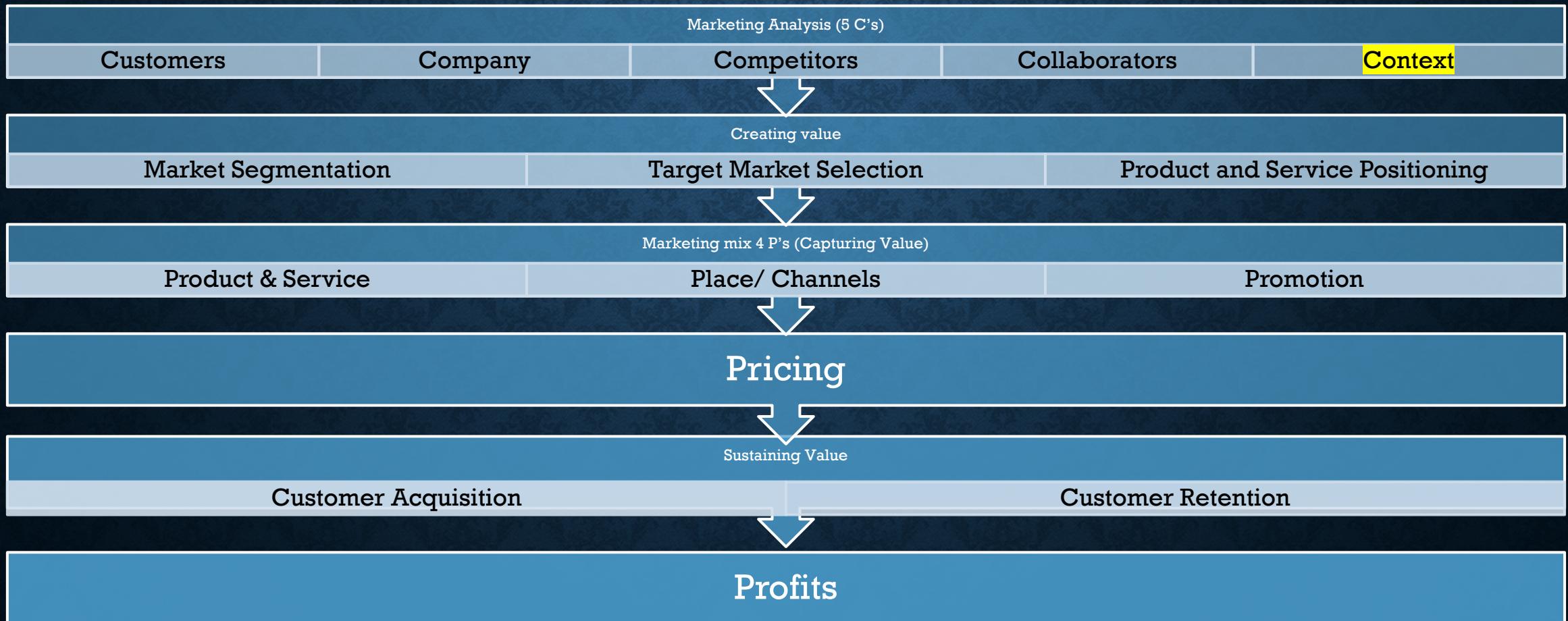
- Interior design expert (*who helped to design the restaurant and will in future*)
- Local Food vendors
- Zomato & Swiggy for food delivery
- Tie up with event organizers
- Chefs (consulting)



Liked by patelvinita27 and 444 others

theindianchannelofficial Step behind the curtain and witness the culinary enchantment unfold with @vickythec... at The Indian Channel, where each dish

DOLAN'S SCHEMATIC OF MARKETING PROCESS



CONTEXT

- Talked about customer's preferences changing and local context
- Cricket World cup - increase in tourism

DOLAN'S SCHEMATIC OF MARKETING PROCESS



MARKET SEGMENTATION

1) Culinary Enthusiasts:

- Description: Customers who appreciate diverse and authentic flavors, seeking an exquisite culinary experience.
- Behavioral Traits:
 - Actively explore new cuisines and dining experiences
 - Foody (want to try new tasty food)
 - First one to go and try that place
 - Social Active (initiate a plan/ make their friends try new things)

2) Health-Conscious Foodies:

- Description: Customers who prioritize healthy eating without compromising on taste, seeking nutritious and well-balanced options.
- Behavioral Traits:
 - Prefer organic, low-calorie, or specific dietary options,
 - actively seek nutritional information.

3) Urban Professionals and Executives:

- Description: Working individuals, often with high income, looking for a sophisticated dining experience and excellent service.
- Behavioral Traits:
 - Value convenience
 - appreciate fine dining
 - often dine out for business meetings or with colleagues.

MARKET SEGMENTATION

4) Social Diners:

- Description: Customers who enjoy socializing and view dining out as a means of connecting with friends, family, or colleagues.
- Behavioral Traits:
 - Prefer spacious seating
 - Prefer vibrant ambiance
 - Prefer a menu suitable for group dining.

5) Tourists:

- Description: Travelers exploring the city and looking for authentic cultural experiences, including local cuisine.
- Behavioral Traits:
 - Seek traditional local flavors
 - often value recommendations from locals or reputable establishments.

TARGET MARKET SELECTION

- **Culinary Enthusiasts**
 - Reasons:
 - New Restaurant
 - are more likely try this new restaurant at first (Customer acquisition)
 - More likely to attract new customers
- **Social Dinners:**
 - will visit their restaurants more often
 - book restaurant for events like birthday, function etc., meeting (Customer retention)

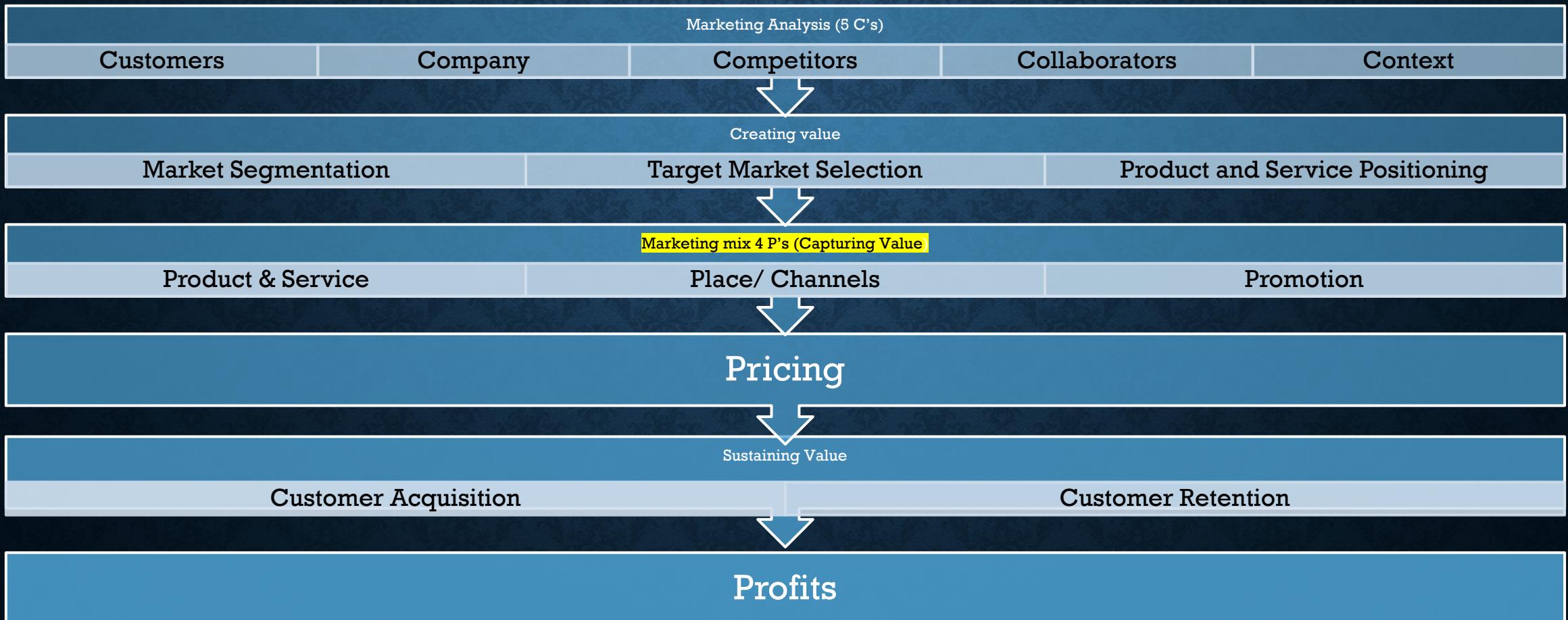
POSITIONING

- The Indian Channel positions itself to attract social diners and culinary enthusiasts by focusing on the following:
 - **Diverse Culinary Experience:**
 - Aligns with the preferences of both target segments
 - Providing culinary enthusiasts with unique flavors
 - while providing a vibrant (luxury) ambiance for social diners.
 - **Memorable Dining Moments:** (experiential positioning)
 - Appeals to both segments by offering an experiential dining environment
 - catering to the emotional connection sought by social diners (like having fun with family and friends)
 - **Sophisticated Brand Image:**
 - Providing Luxury Atmosphere (boost self esteem symbolic positioning)
 - Resonates with culinary enthusiasts who seek refined experiences
 - social diners looking for an upscale yet welcoming environment to gather and enjoy.

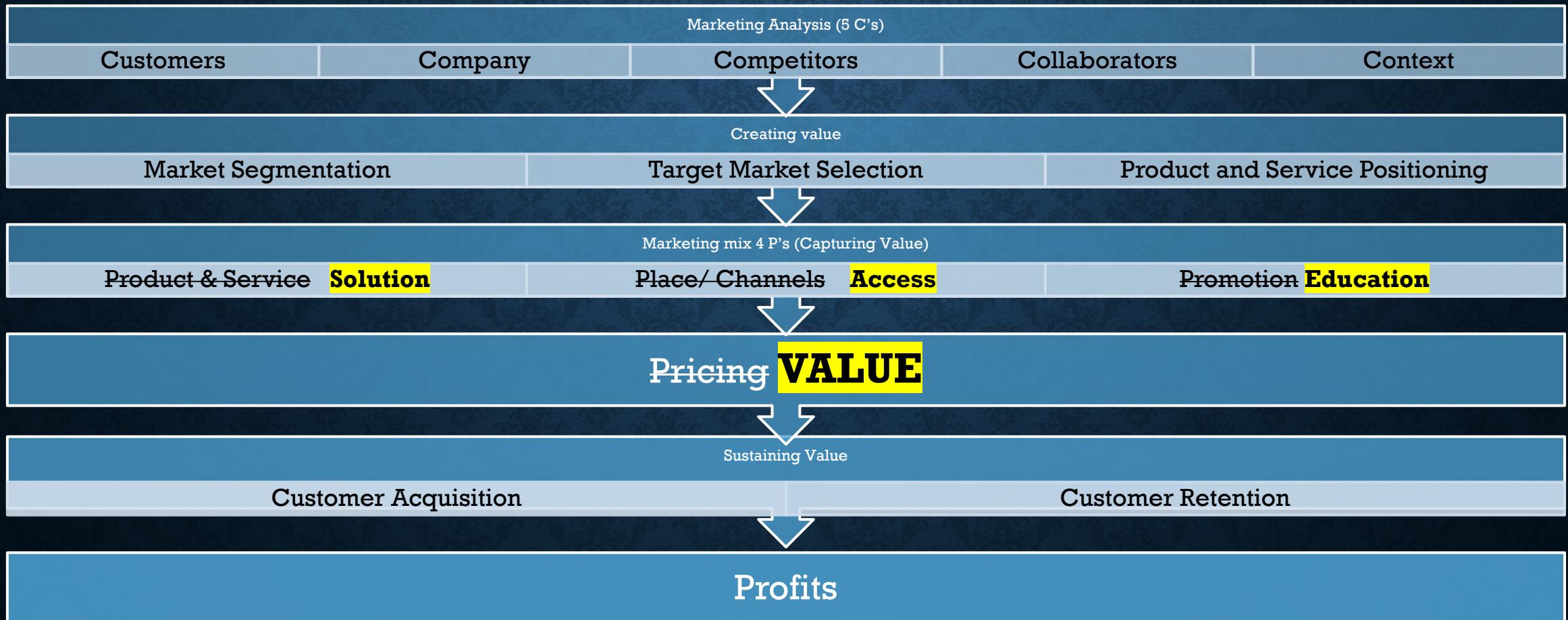
POSITIONING/PERCEPTUAL MAP



DOLAN'S SCHEMATIC OF MARKETING PROCESS



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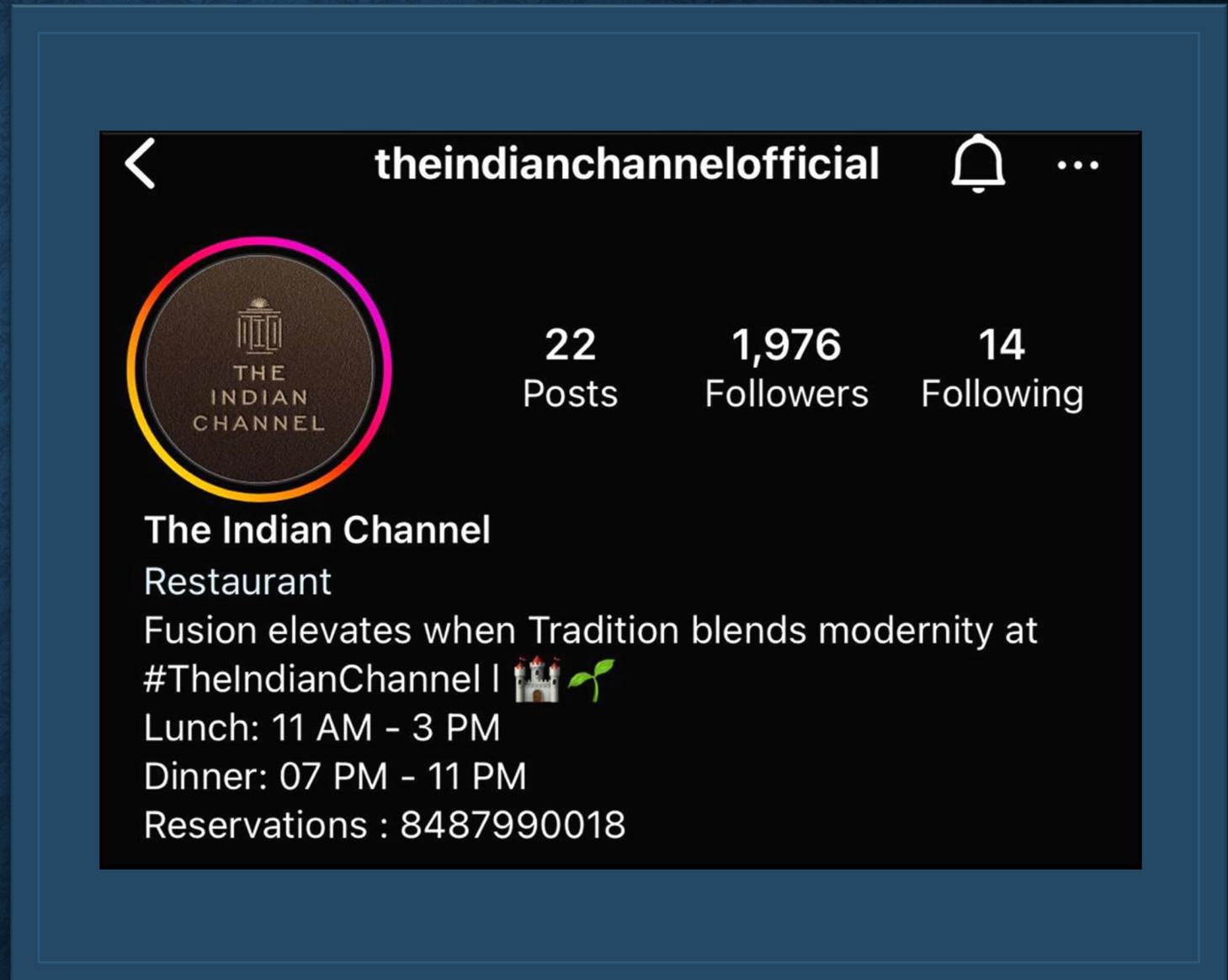


SOLUTION

- What **solution** are they providing to their target customers to fulfil their needs?
 - **Addressing Culinary Desires:**
 - Providing a solution for culinary enthusiasts seeking diverse, innovative flavors by Providing international cuisines and their fusions (unique culinary) (International-Local Fusion)
 - **Fulfilling Social Dining Needs:**
 - social diners by offering a warm, spacious ambiance and a menu conducive to group dining and enjoyable gatherings.
 - **Offering Luxury Dining Experience:**
 - Presenting a solution for those seeking a luxurious dining experience, characterized by elegant ambiance, top-notch service, and fine cuisine.
 - **Event Services:**
 - Providing solutions for social diners looking to host events like birthdays, parties, or gatherings by offering event catering services and a welcoming event-friendly space.

ACCESS

- How Do Customers access them?
 - By Going To the **Location**
 - By **Contacting** them through their phone number (*If you want to make a reservation or book for an event*)
 - Zomato and Swiggy (**Online food** delivery platforms) (*Of course not for social dinners*)



VALUE PROPOSITION

As we saw this on slide 8

- The Indian Channel has established itself as a premier luxury fine dining destination, offering diverse and sophisticated culinary experience. The restaurant's expert team of chefs, led by Executive Chef Aishwarya R. Mertiya, has curated a menu showcasing international cuisines, emphasizing locally sourced ingredients. Each dish is crafted with precision and care, using only quality ingredients. The menu is carefully curated to showcase the team's expertise in classic and contemporary cooking techniques, featuring a selection of signature dishes.

VALUE

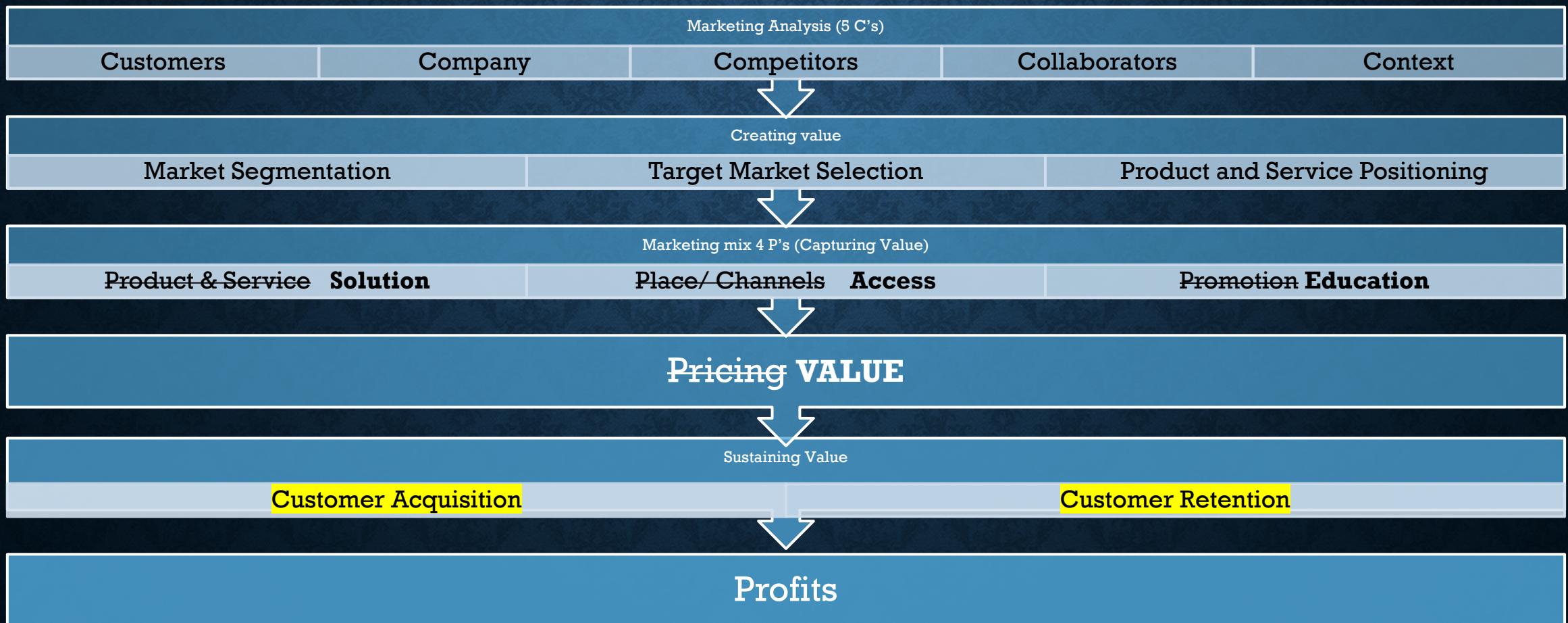
- Luxury experience
- Quality food by Well qualified chefs
- Multi-cuisine Food (International and local fusions)
- Social experience: Time To spend with family and friends with entertainment

That's also how they are positioned

EDUCATION

- How do they educate their customer? (*How do they show their value they will provide to their customers*)
 - Word of Mouth
 - Instagram (Also there only social media strategy)
 - Blogs

DOLAN'S SCHEMATIC OF MARKETING PROCESS



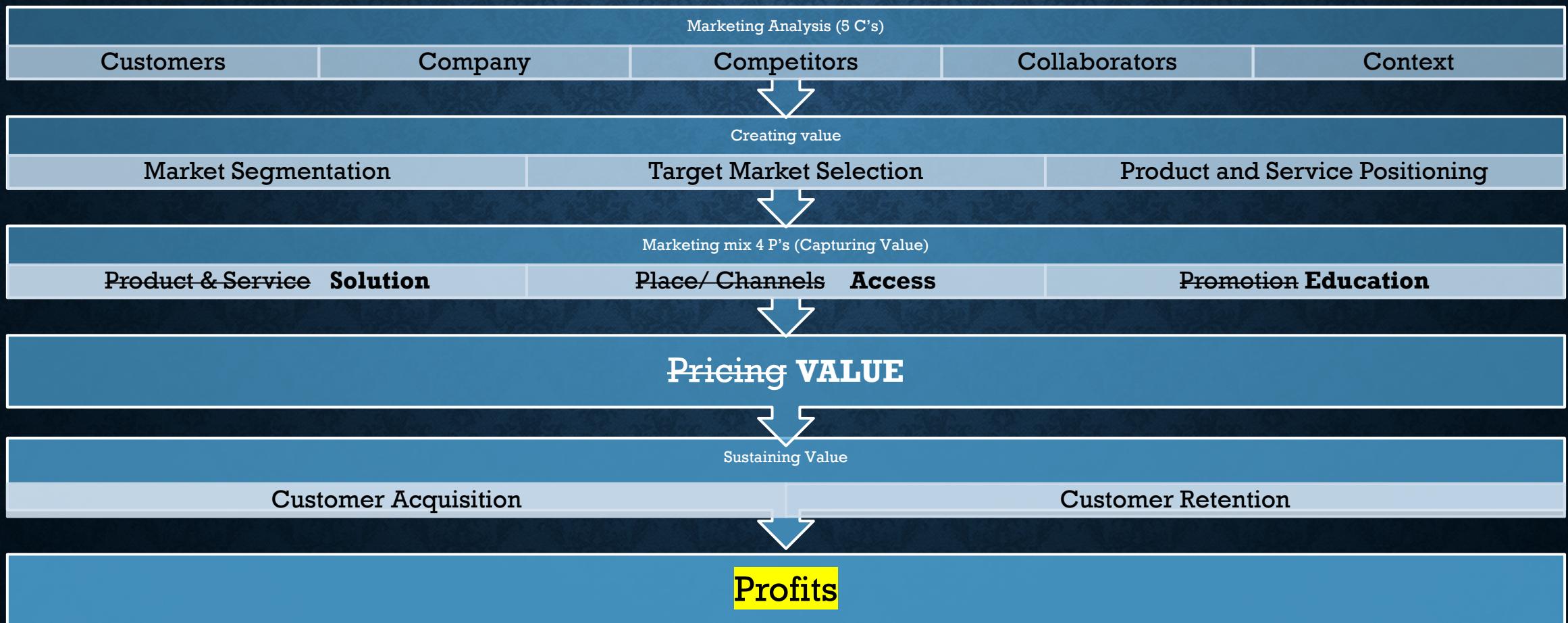
CUSTOMER ACQUISITION

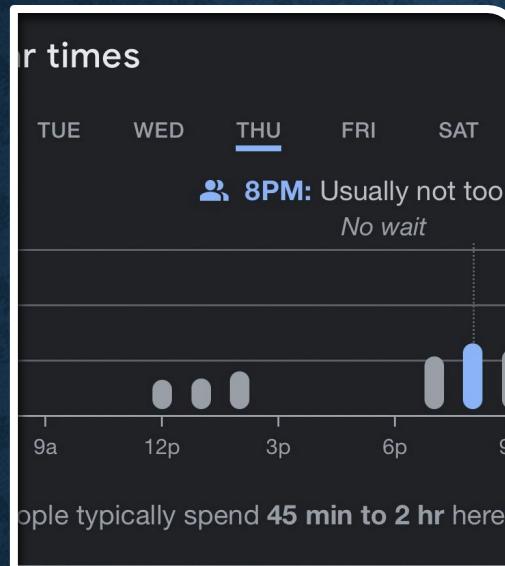
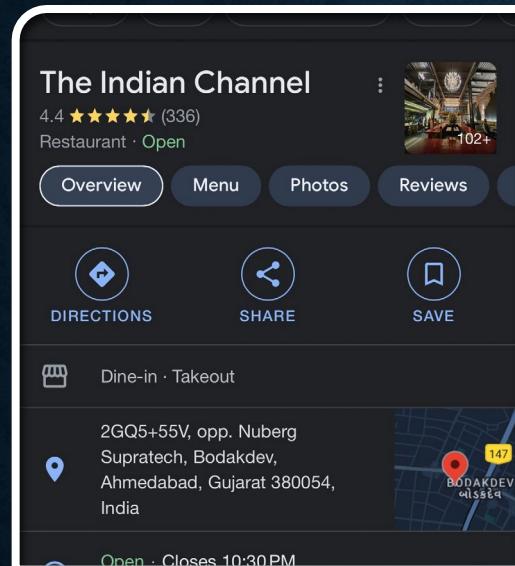
- How do they acquire customers?
 - Instagram account advertise on it
 - Event Nights (*Host event nights like cultural showcases, music performances*)
 - Partner with event organizers (*tap into each other's customer base*)
 - Try to host exhibitions or events (*attracts customers when they see the restaurant*)

CUSTOMER RETENTION

- How would they retain their customers?
 - By providing good services and giving valuable social experience to customers (emotionally and increase self esteem of customers)
 - By providing tasty food

DOLAN'S SCHEMATIC OF MARKETING PROCESS





4.4

Rate and Review on Google

Reviews

All experience 19 quantity 18

dining 12 family 11 +6

Sort by

Most relevant Newest Highest Lowest

#theindianchannel

Fewer than 100 posts

Follow

See a few top posts each week

PROFITS

- Are they profitable? How do I know?
 - Busy hours!
 - Saw on google
 - me when I was there
 - Asked owner
 - Stories seen on Instagram & (Tags)
 - Tells about their reach
 - Google ratings?
 - Tells if customers are getting satisfied

METRICS

- Customer Satisfaction:
 - Feedback scores from customer reviews.
- Table Turnover Rate:
 - Number of times a table is reoccupied within a specific time period.
- Reservation Rate:
 - Percentage of reservations made versus actual available tables.
- Average Spending per Customer:
 - Average amount spent by a customer during their visit.
- Customer traffic

STAKEHOLDERS

- Internal stakeholders
 - Owners (Mr. Karan Dutta and Ms. Sujas Mini and other 4 owners):
 - Employees (Chef head Aishwarya R. Mertiya, other chefs, Servers, Staff, manager):

STAKEHOLDERS

- External Stakeholders:
 - **Customers** - (*people of Ahmedabad specially their target audience*)
 - Provide quality food, exceptional service, and a pleasing ambiance to ensure customer satisfaction.
 - **Local Community** - (Bodakdev area)
 - Engage in community initiatives, source locally where possible, and be mindful of the restaurant's impact on the community and environment.
 - **Food Critics and Bloggers** -
 - Focus on delivering a remarkable dining experience to receive positive reviews and enhance the restaurant's reputation.
 - **Competitors** - (*mainly restaurants who provide luxury environment and international cuisine*)
 - Monitor and analyze competitors to understand market trends, differentiating the restaurant and adapting strategies to stay competitive.

STRENGTH

- Strength:
 - Well experienced chefs and also owners
 - Elegant ambience, location
 - Diverse menu
 - Location advantage in (Bodakdev area is usually busy)

WHAT ARE THEY DOING WRONG?

- Weakness:
 - **inconsistent Service**
 - Reports of inconsistent service levels have been noted, impacting overall customer satisfaction.
 - **Lack of Online Presence**
 - **Limited marketing strategy (my opinion)**
 - **Less Indian food**
 - Customer complain about less Indian food? Positioning problem?
 - **Pricing (overpriced)**
 - Some customers perceive The Indian Channel as too expensive, potentially affecting customer retention.

RECOMMENDATIONS

- Enhance Online Presence for social media marketing
 - **Invest in a professional website**
 - Website will help for educating the audience in better way (not talking about retaining)
 - Improve convenience (for booking, event hosting)
 - **active social media management, make account in new platforms**
 - increase brand visibility
 - attract a broader customer base
 - Can engage with the audience effectively for getting customers reviews
- Pricing Strategy and Transparency
 - **Communicate the value of dishes clearly to address any misconceptions about pricing.**
 - While advertising

RECOMMENDATIONS (2)

- Customer Feedback and Improvement:
 - Establish a system to collect and analyze customer feedback regularly
 - using this data to make decisions for improvements in service, menu offerings, and overall customer satisfaction.
 - How ?
 - Make assigned server get feedback from customers after service about food, quantity and note it

BIBLIOGRAPHY

- *Ahmedabad 2022 | Statista*
- *Luxury fine dining experience unveiled at The Indian Channel in Ahmedabad (localsamosa.com)*
- *How Are Ahmedabad Restaurateurs Growing Sales With Changing Tastes and Trends (posist.com)*
- *Owner Interview*
- *Google review*
- *My observation*

THANK YOU