

Analysis on new Shop Opening

Case Study - Solution Overview



TOP MENTOR



Overview

- ★ Introduction
- ★ Problem Statement
- ★ Market Analysis
- ★ Solution Description
- ★ Summary & Suggestion



Introduction

This Analysis focus on opening a Vada Pav Shop near Shivaji Nagar in Pune. The aim is to analyse market particularly the shops that sell Vada Pav and reach a price that is valid as per place. This Analysis aims to address long term growth and sustainability in market as other competitors also sell same food. Several problem have been studied in detail and solution for each of them is provided. Ultimately this analysis will help Owner to make a good progress by time and establish himself/herself as an entrepreneur.





Problem Statement

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

- What will be the price of each Vada Pav?
- How will Owner differentiate from the other competitors?
- How to bring insights when Owner has no data of his shop?
- Why will be the Customer come to Owner shop? (What will be the positioning)

How will you come to a solutions which will make him an entrepreneur and will help him to grow?



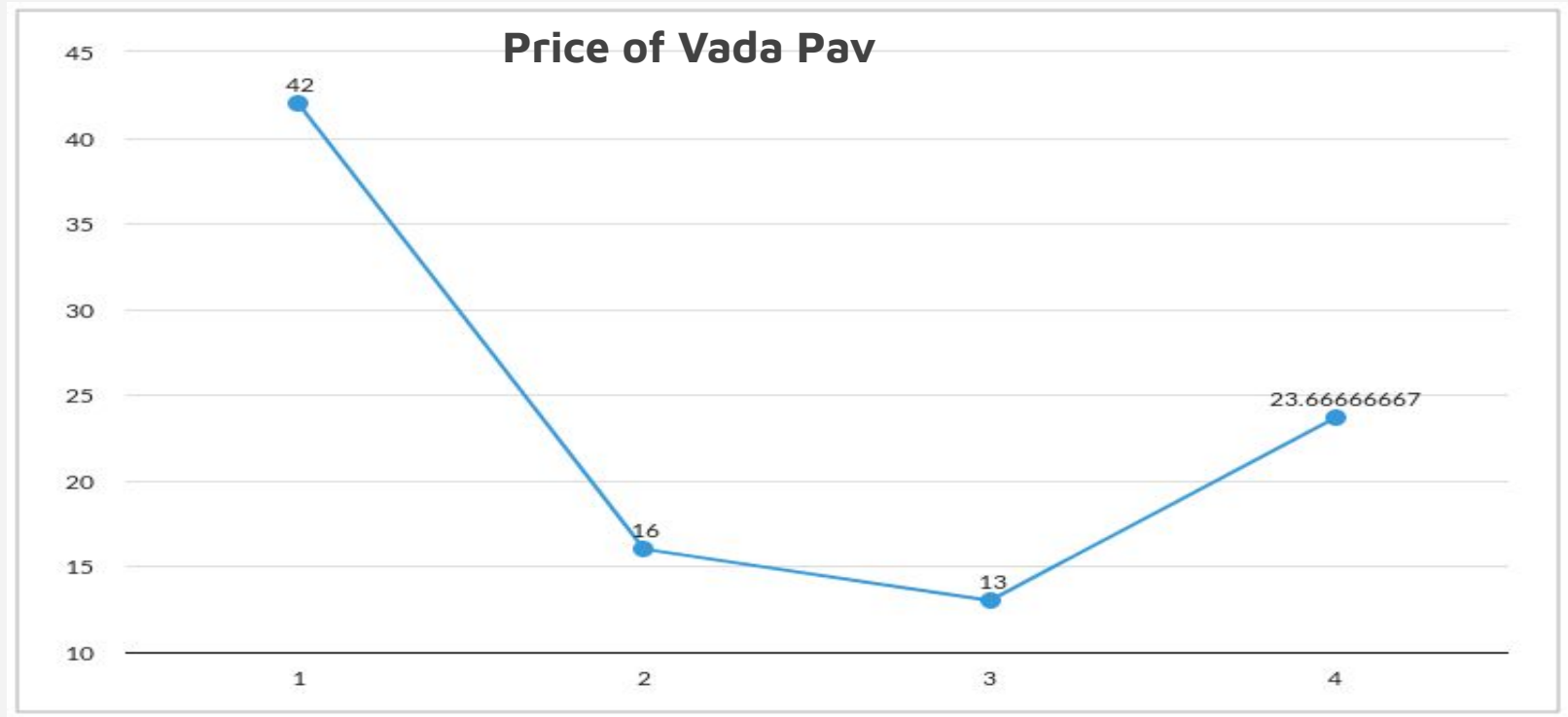


Market Analysis

	A	B	C	D	E	F	G
1	Mr Wada Pava	PRICE		Jshoi Wadewale		Shri Chaturshringi mata Snacks center	
2	Butter Grilled Vada Pav	42		wada pav	16	Vada Pav	13
3	Cheese Burst Vada Pav	45		Chesse Wada pav	32	Sabudana Vada	26
4	Butter Grilled Cheese Burst Vada Pav	54					
5	Vada Pav with Sambar and Chutney	54					
6	Double Cheese Vada Pav	60					
7	Butter Grilled Double Cheese Vada Pav	75					
8	Bomb	45					
9	Bomb with Cheese	60					
10	Hulk Vada Pav	60					
11	Hulk Vada Pav with Cheese	78					
12	Butter Grilled Hulk Vada Pav	75					
13	Butter Grilled Hulk Vada Pav with Cheese	96					

- ★ Popular shops in that area **serve variety of Vada Pav** & price also vary from shop to shop.
- ★ One thing **commonly noticed** during analysis was that cheese vada pav price is kept **double** the price price of normal vada pav.
- ★ Also during analysis it was observed that other shop were just not only selling vada pav but other items with it like **beverages,Ice Creams,and afternoon thali**.

Continued..



- ★ 24 can be taken as avg. of 3 values, and since the market is competitive having 4 other shops, I would suggest that in to keep price around **Rs 15** for normal Vada Pav, and keep analysing the market with time(**in future**) to **increase price bit-by-bit**.



Solution Description

As per Market analysis :

- Price for normal vada pav should be Rs 15 and Cheese Vada Pav Rs 32.
- Owner should start serving other varieties of Vada Pav, once local taste and popularity of vada is observed by observing the surrounding market.
- Owner should keep beverages like tea, coffee, chhas like other shops.
- The area shivaji nagar is surrounded by many government institution, hospitals and local residents also resides there. Thus he should sell afternoon thali food, this will definitely increase sales.



What's different from the other competitors

★ Hygiene Shop

- *Ensures that your customers feel safe, comfortable and eager to visit again*
- *Raised confidence in store and staff competence*

★ Offers for Regular customer

- Regular customers will get **20% discount** on vada pav (Rs 12 & Rs 26 respectively) in the starting months to **boost sales** and **attract customers**.
- This can be achieved by adopting **stamp on card of shop** given only to regular customers.

Bringing insights when Owner has no data of his shop



Define Opening a new Vada Shop

Measure relevant data and conduct basic analysis to spot anomalies(*just as we did market analyses to other shop menus*).

Analyze correlations and patterns, putting our statistics and visualization skills to work.(*just like we did with price graph*)

Improve based on insights and showing several options to explore.(*At this step we were able form an image of shop with price, Offers, Hygienic option that were explored*)

Control keep analysing trends to adjust accordingly





Summary & Suggestion

The Owner does have a good chance of growth even though competitors are present but he can overcome with above mentioned solutions. Some further suggestion are

- ★ As a symbol of tidiness, each staff should wear a plastic-head-cap that prevents hairs from falling which also create a good image for shop.
- ★ He should develop new vada flavours with time just like other shops as he makes progress understanding local taste of area

This will make him stand out from crowd and build own image for his shop



Thank You

Rishabh Kushwaha

rishabhkushwaha969@gmail.com



TOP MENTOR