

New Bombay Sandwich

Business Case Study



By Rishi Gupta

Business Overview

Objective: *Deliver high-quality, affordable sandwiches to a diverse urban crowd.*

Business Format: *Single outlet, walk-in model*

Business Name: *New Bombay Sandwich*

Launch Date: *December 20, 2024*

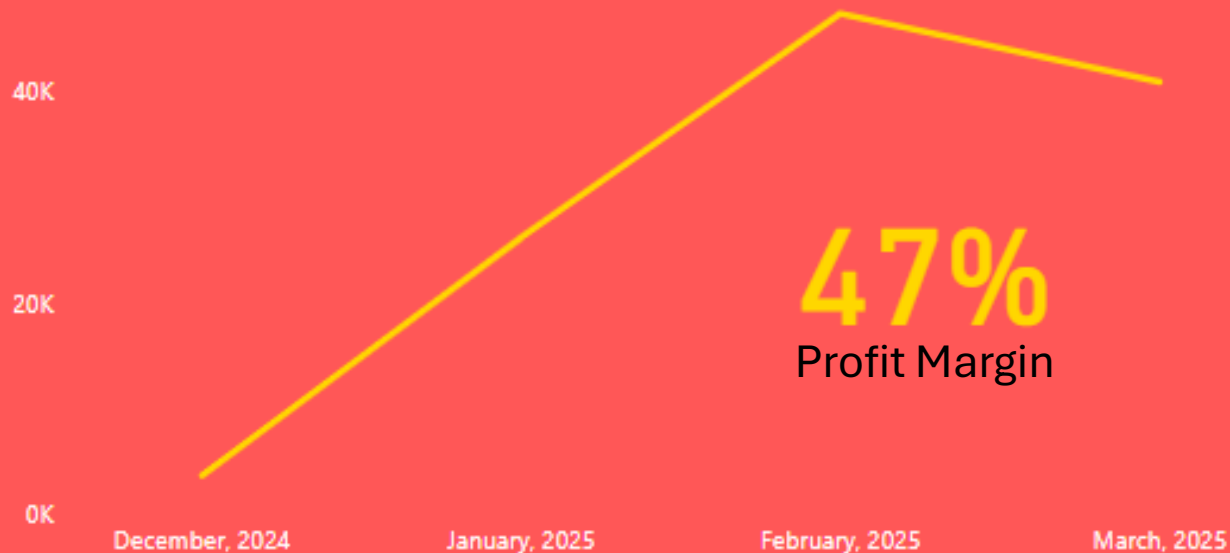
Location: *Bilimora, Gujarat*

Business Type: *Street Food Stall*

Founder: *Mihir Rathod
(Ex-Assistant Store Manager, Domino's)*

Introduction

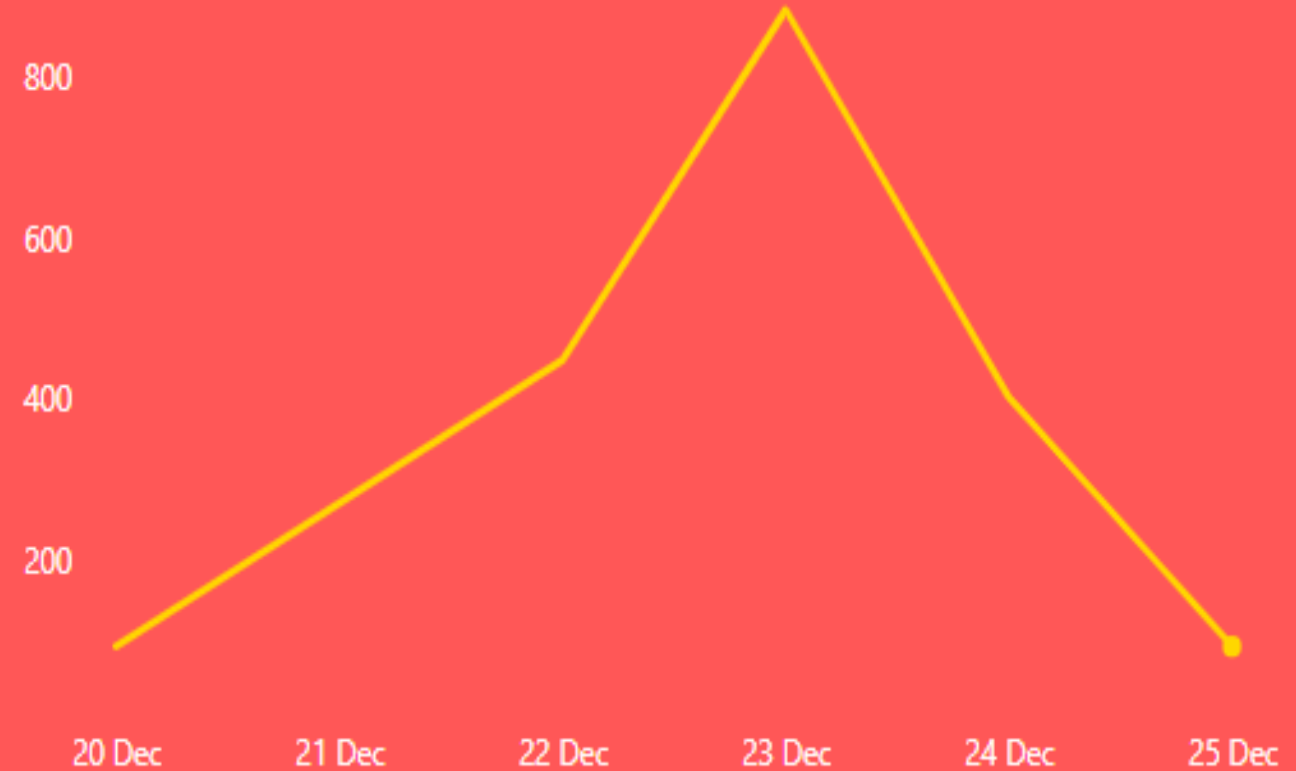
New Bombay Sandwich is a food stall launched on December 20, 2024, with the goal of serving affordable and delicious sandwiches.



Initially set up in a market area, the stall faced fluctuations in sales, leading to multiple strategic interventions, including menu redesign, location change, and promotional efforts. This case study evaluates the impact of these business decisions.

Business Challenges

- **Low Customer Retention post launch**
- **Poor Menu Presentation & Pricing Strategy**
- **Location Mismatch with target audience**
- **Limited Brand Visibility**



Initial sales dropped from ₹800–900/day to ₹400–500/day within a week

Key Initiatives

Strategy 1



Introduced visually appealing, structured menu



Added new sandwich options



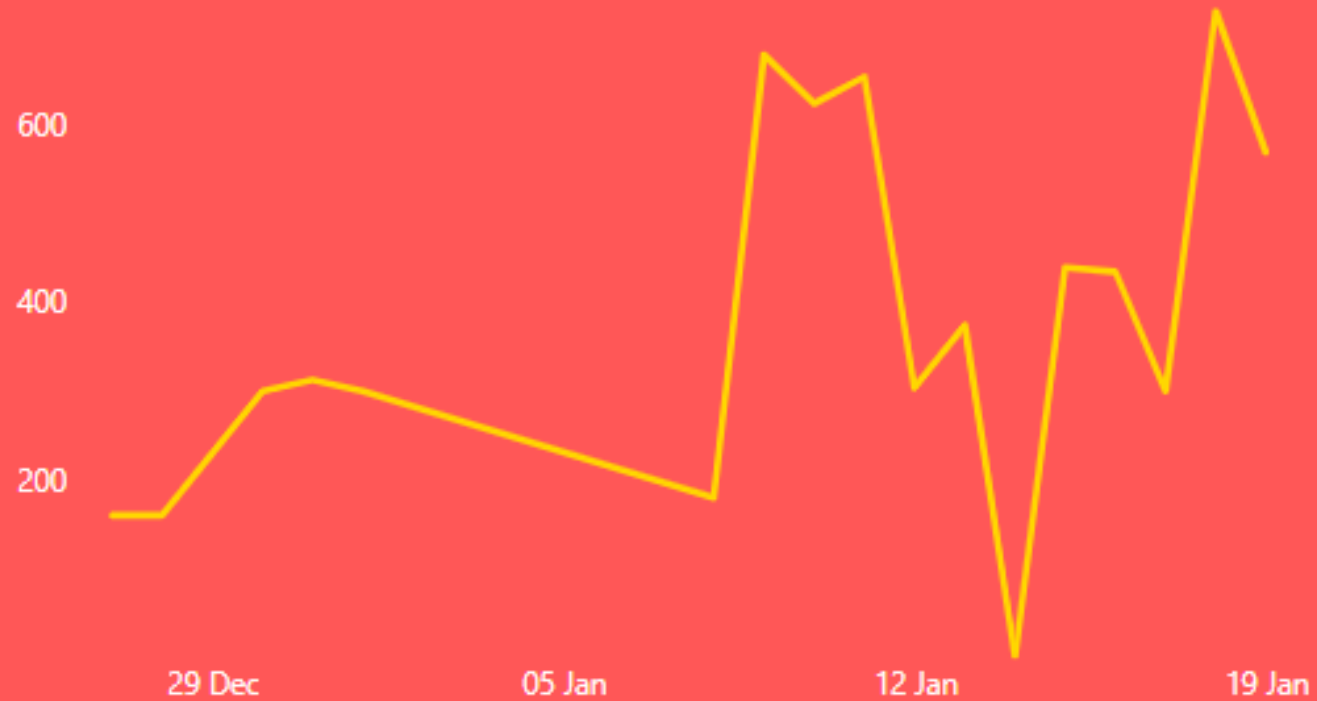
Adjusted pricing for perceived value

Impact: Sales rose to ₹1000/day... but fell back to ₹500/day

Strategy 2

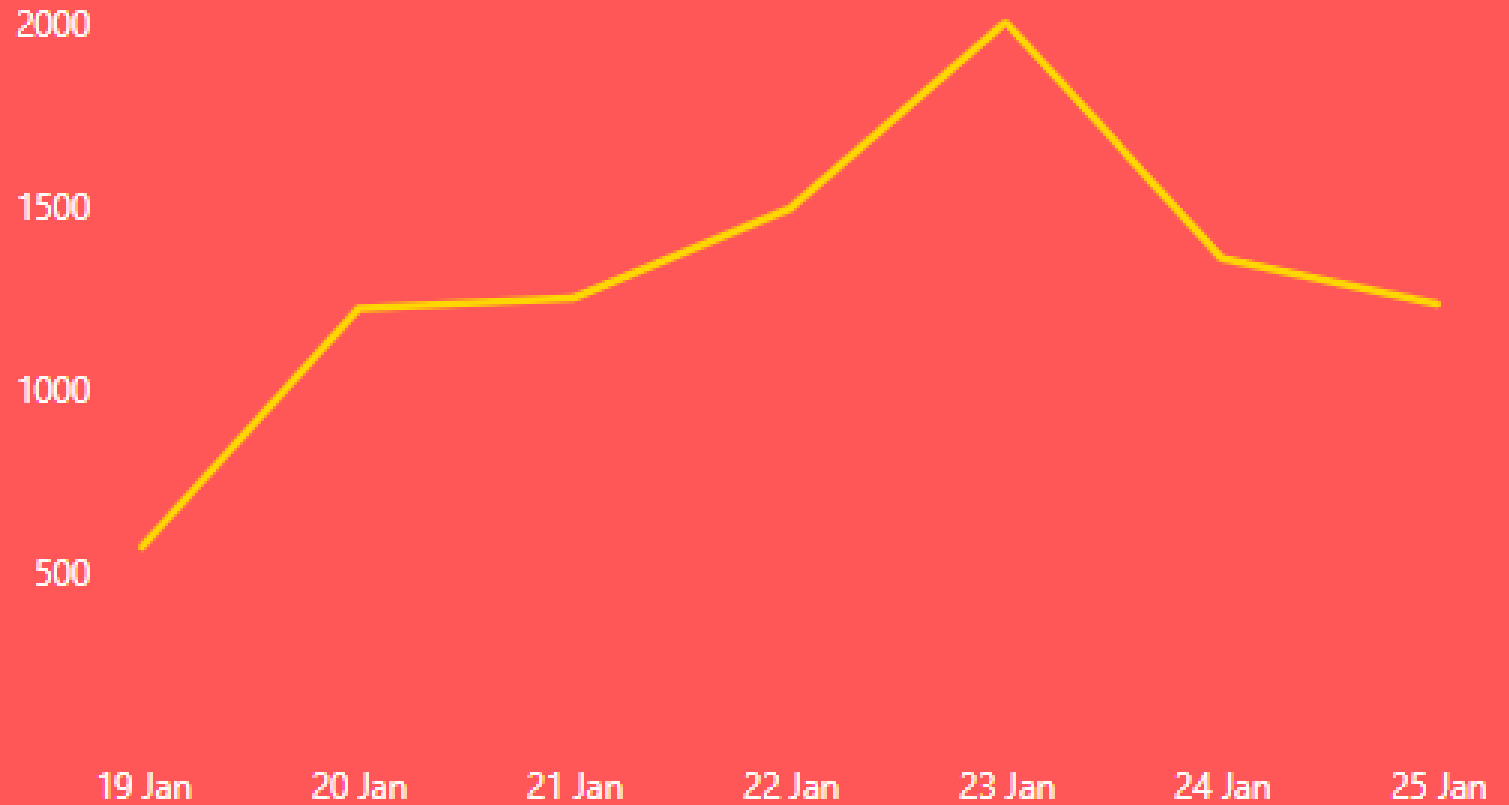
Relocation

- Moved the stall to a spot near colleges
- New customer base, better footfall potential



Strategy 3

Enhancing Visibility



- Large, vibrant banner placed near the stall.
- Clearly visible to foot traffic from nearby streets and complexes.

Consolidated Growth Outcome

Result:

*Consistent average daily sales:
₹1300–2000*

*Higher footfall and customer
conversion rate*



Optimized Menu



Improved Location



Increased Visibility

Key Learnings



***Design influences decision-making
(menu clarity matters)***



***Location supports relevance
(audience alignment is critical)***



***Visibility drives awareness
(branding and signage increase traffic)***



***Tracking KPIs helps refine strategy
(data-driven improvements were critical)***

Conclusion

Operational changes impact performance

Consistent tracking of KPIs guides better decision-making

Incremental changes can compound to deliver business turnaround

Summary:

Data-backed, customer-first strategies led to sustainable growth.

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**Business Analysis & Strategy
Portfolio**