



Brewing Success

You have to open a coffee shop in Delhi. What are the factors you would consider?

CASE TYPE
Market Entry

COMPANY NAME
Accenture Strategy

DIFFICULTY LEVEL
★ ★ ★

Brewing Success

How successful can coffee businesses be?

Case Type
Market Entry Case

Company Name
Accenture

Round
Partner

Difficulty Level



Problem Statement

You have to open a coffee shop in Delhi. What are the factors you would consider?

Sure, please allow me a few seconds to jot down my initial thoughts.

Go ahead

I would like to ask a few clarifying questions before I move forward.

Sure

Do we have a target audience in mind? What is the objective of opening the coffee shop?

We do not have anything in mind. You have to think about everything.

Sure. I would like to decide 3 primary aspects:

- 1) The target audience and USP
- 2) The location of the shop
- 3) Operational procedures

That sounds fair. Why don't you start in this order itself?

Alright! To identify the right target audience, I would look at 3 things:

- 1) Willingness to spend
- 2) Ability to spend
- 3) Competition

Alright, and basis this, what is your target market?

I would want my shop to be a premium outlet, which primarily targets working professionals who want a quiet place to work and enjoy their coffee. Our USP will be that our café is a great place to work from and we do not try to turn the tables around quickly.

That sounds good. Where would you locate the café?

Since we are only restricted to the Delhi region, I would identify the area where the density of working professionals is the highest. From my understanding, Connaught Place and nearby regions would be a good fit.

Sounds good. So, let's not get into the operations now. Could you help me arrive at the daily revenue of your café?

Sure. In order to do that, we'll identify how many customers we can cater to in an hour. Let's assume that we have 10 tables in the café (I would want the tables to be at a good distance from each other to maintain privacy and avoid disturbance).

The table size would be of around 4 people per table. That means we can serve around 40 people at once. Now, I will assume that all of them spend an average of 1 hour in the café.

Therefore, our peak capacity is to serve 40 people per hour. Now, we can divide our working hours into peak and non peak hours to arrive at daily customers served.

I don't think that's required. We can end the case here.

Alright, thank you!



**HERE'S
A TIP!**

The candidate followed a well-structured approach which makes the answer sound clear and effective. It also gives the impression that the candidate is well-versed with the topic. Marketing and brand image of the shop could've been included to make it a comprehensive answer.

Brewing Success

How successful can coffee businesses be?

CASE FLOW

CASE FACTS

- The Client Wants to set-up a Cafe in Delhi NCR

Aspects to Consider

Target Audience

Location

Operational Procedures

Competition

Willingness to Spend

Ability to Spend

Footfall from Working Professionals

Daily Revenue

No. of Tables

X

No. of Chairs

X

Time Spent by Each Customer

Premium Coffee Outlet

Working Professionals