

# SV CAFE IN KOLKATA

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## *Abstract*

Kolkata is famous the world over for its rich culture and lively food scene, with this in mind; it can be said that Kolkata is a wonderful place to start a new cafe business. Focusing on this lucrative market, SV Cafe intends to serve hot bakery items and soft drinks, and other handmade beverages. This research helps to assess the competition of Kolkata, identify optimal locations for consumption and tastes of customers, trends of food and beverage.

We analysed factors such as competition density, spending by customers and patterns of demand using a dataset of restaurants and cafes in Kolkata

This study pinpoints low-competition, high-spending regions and the best location SV Cafe could open in. The study includes other cuisines like Indian, Chinese, Continental, and fast food along with bakery products, soft drinks, and beverages. This creates an added dimension of customer preferences in the city.

We also looked into how established cafes with bakery and drinks are faring, to pick out what products typically do well and pricing.

Followed by further exploration of emerging trends such as health, naturalness, artisanal food & unique items, to further steer SV Cafe towards what products/marketing efforts may suit them well.

The paper gives actionable tips on how to decide the optimal location and develop a product strategy which not only matches with customer but is also competitive

differentiator. With these mathematical insights, SV Cafe can now foray confidently into the vibrant food and beverage market in Kolkata and aim to be a successful and uniquely positioned cafe.

## *Keywords:*

- cafe business
- bakery items
- handmade beverages
- competitive landscape
- customer preferences
- food trends
- product strategy
- market potential
- emerging trends
- cuisine popularity

## *1. Introduction*

Being the cultural capital of India, Kolkata is equally well-known for its food traditions and diverse flavours. Toronto is a great city to visit with a nice combinations of old school and new food culture. The booming taste for cafes as a social place makes Kolkata an ideal prospect for any business to serve the adapting palates of Kolkata.

SV Cafe – Set to Open in 2025, Menu: Bakery & Soft drink & Handmade Drink. Appealing to customers in all areas between casual treats and fresh, healthy meals is the name of this game. But while planning to start a café in Kolkata, the market is very competitive so you should do appropriate research about what people like and how many competitors are present and also which trend is coming in.

This study uses a restaurant and cafe dataset in Kolkata for the resolution of profound questions on the best possible positioning strategy for SV Cafe as well as

on the most effective product strategy. Using competitor density, consumer expenditure patterns, and demand for various cuisines, the study highlights potential locations to be successful. The study also assesses bakery items, carbonated drinks, and craft beverages against other popular food items for other cuisines, particularly Indian, Chinese, and Continental, to determine how much of the SV Cafe menu fits into the prevailing market trend. This analysis also assesses the performance of cafes offering similar products by identifying the best-selling items and its most effective pricing strategies. For the specific case of SV Cafe, new trends like health-focused and artisanal food options shall be considered to help in menu creation and marketing strategy formulation.

Based on this analysis, the study provides practical recommendations for SV Cafe's location and product offerings. These insights aim to help SV Cafe stand out in Kolkata's competitive café market and build a strong foundation for long-term success.

## *2. Methodology*

This section describes the methodology followed to analyse the competitive environment of the café market within Kolkata and tease out practical implications for SV Cafe. The approach, thus, focuses on understanding the dataset, analytical tools followed, and the key metrics analysed.

### *2.1 Dataset Description:*

The dataset used for this study provides comprehensive information about restaurants and cafes in Kolkata. It includes the following key features:

Name: The name of the restaurant or cafe.

Location: The geographical area within Kolkata where the establishment is located.

Cuisine: The type of food served, such as bakery items, Indian, Chinese, Continental, or beverages.

Average Cost: The average cost per meal or serving, which helps in understanding customer spending patterns.

Rating: Customer ratings for each establishment, indicating quality and popularity.

Specialties: Unique items or offerings provided by the establishment.

This dataset forms the basis for analysing competition density, customer preferences, and market trends.

### *2.2 Analytical Tools:*

To derive meaningful insights, the following tools and techniques were used:

Python Programming:

Pandas: For data cleaning, organization, and aggregation.

Matplotlib and Seaborn: For data visualization to identify trends and patterns.

Geospatial Analysis: Analysing location-specific data to identify areas with high potential based on competition and spending trends.

Descriptive Statistics:

To summarize average customer spending, ratings, and the number of establishments in each area.

Comparison Analysis:

Evaluating the popularity of bakery items, soft drinks, and handmade beverages against other cuisines such as Indian, Chinese, and Continental.

### *2.3 Metrics of Evaluation:*

The study evaluated the market potential using the following key metrics:

Competition Density: The number of cafes and restaurants in each area offering bakery items, soft drinks, and beverages. Lower competition density with high demand is a favourable indicator.

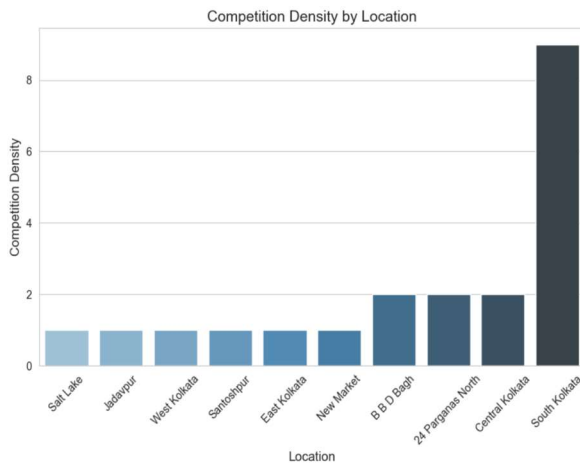


Fig. 1

**Customer Spending:** The average cost per customer across different areas and cuisines. Areas with higher average spending are considered more lucrative.

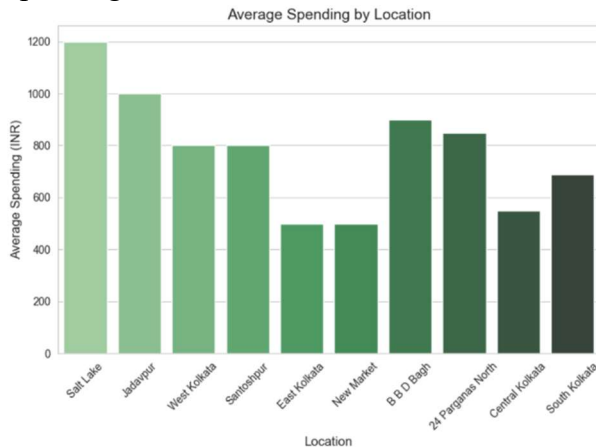


Fig 2

**Popularity Scores:** Customer ratings were used to gauge the quality and appeal of existing establishments.

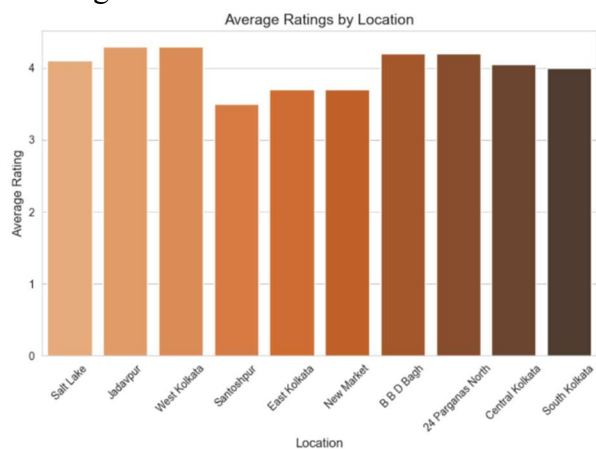


Fig 3

**Cuisine Demand:** The frequency of bakery items and beverages compared to other

cuisines, indicating their demand relative to other offerings.

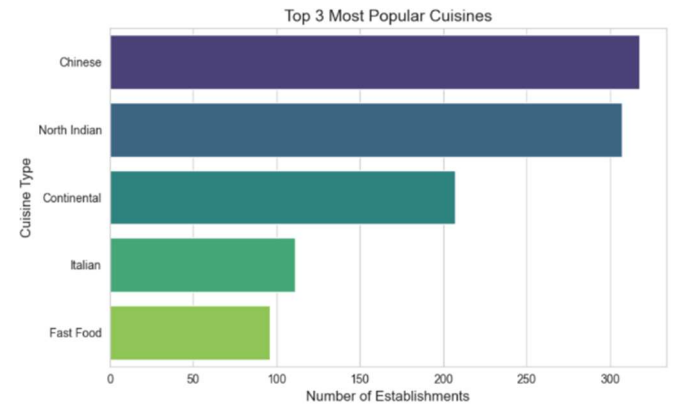


Fig 4

**Emerging Trends:** Analysis of menu items and customer reviews to identify new and growing preferences in the food and beverage sector.

### 3. Findings

This section summarizes the key insights derived from the analysis, focusing on identifying profitable locations, popular cuisines, competitor performance, and emerging trends in Kolkata's café market.

#### 3.1 Profitable Locations:

The analysis of competition density and customer spending highlighted several areas in Kolkata with high potential for SV Cafe:

**Salt Lake:** Known for its high foot traffic, it has a good balance of demand and manageable competition.

**Jadavpur:** Popular with young professionals and families, this area shows high average spending on bakery items and beverages.

**West Kolkata:** An emerging urban hub with moderate competition and growing demand for cafes.

These locations are ideal for SV Cafe, offering a mix of high visibility and spending potential.

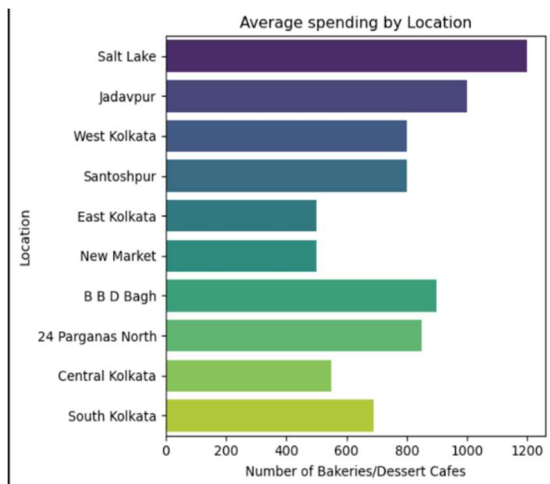


Fig5

This chart displays no. of bakeries and average spending by locality in Kolkata. Salt Lake has the most amount of spending with some excellent bakeries among them, followed by Jadavpur and West Kolkata. Central and South Kolkata display mid-scale activity, while various places like Sandspur and East Kolkata have fewer bakeries but some decent amount of spending displaying an opportunity for growth.

### 3.2 Popular Cuisines and Demand:

Among the popular cuisines across Kolkata, Indian, Chinese, and Continental dominate the foods preferred by the locals. These are the three cuisine types that majority of the cafes in the locality exhibit in high percentages signifying keen demand and easy availability.

The chart below shows the top three cuisines with the dominant presence in cafés around Kolkata. Based on the statistics provided, Chinese cuisine assumes a remarkable position, surpassed only by North Indian cuisine, which takes up 38.2% and 36.9% share, respectively, while Continental cuisine occupies the third with a share of 24.9%. In the system of distribution above, preference for both Chinese and North Indian dishes is evident in the customers' choice.

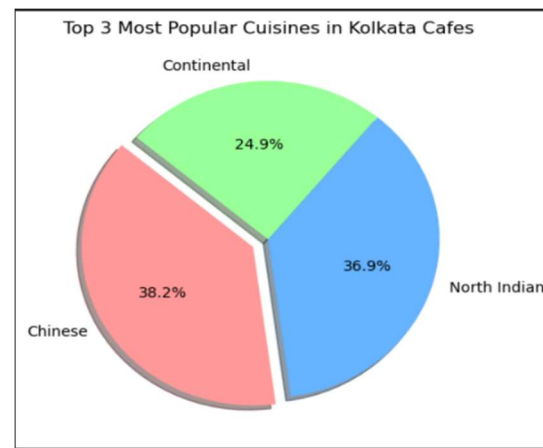


Fig 6

Products from the bakery, soft drinks, and craft beverages are relatively niche but show strong demand in specialized markets. These categories perfectly address health-conscious customers and younger generations.

The analysis suggests that introducing novel and unique products in the bakery and beverage market would help SV Cafe carve out a niche for itself in this highly competitive marketplace.

### 3.3 Performance of Competitors:

Cafes with baked goods and drinks generally do well, especially when they have good customer reviews and price accordingly.

A sampling of the beloved items that would be served at the shop would include a scrumptious array of artisan bread, a variety of salivating pastries, chilled cold brews, and fruit-based drinks. The satisfactory pieces of this well-curated menu will range from ₹150 to ₹300 per item, achieving affordability without cost-effectiveness. Considering the presence of already established competitors who have major offers in sectors majorly attracted by patronage since they advertise a good quality along with an incredible diversity of their products, SV Cafe must survive on competitive pricing as well as constantly upgrade new products that would allure the customers and meet their changing needs.

### 3.4 Emerging Trends:

**Health-Conscious Choices:** Customers are increasingly opting for healthy options, such as gluten-free bakery items and low-sugar beverages.

**Artisanal Products:** Handcrafted and unique food items are gaining popularity, especially among younger demographics.

**Local Flavors:** Infusing local ingredients into products, like Bengali-inspired baked goods or beverages, is a growing trend.

**Digital Presence:** Cafes with active social media marketing and online delivery services are performing better, emphasizing the importance of having a strong digital footprint.

#### *4. Discussion and Recommendations*

Based on the findings, this section discusses strategies for SV Café to establish itself successfully in Kolkata's competitive market. Recommendations focus on location selection, product offerings, and marketing approaches.

##### *4.1 Location Strategy:*

To maximize visibility and profitability, SV Café should focus on areas with high foot traffic, balanced competition, and strong spending potential:

**Park Street:** Its vibrant atmosphere and diverse customer base make it an excellent choice for launching the first outlet.

**Salt Lake:** This area is ideal for attracting families and young professionals seeking premium café experiences.

**New Town:** As a growing urban hub, it offers an opportunity to capture a developing market with less competition.

The café can also consider expanding to other high-demand areas after establishing itself in these locations.

##### *4.2 Product Strategy:*

**Signature Offerings:** Focus on artisanal bakery items like handcrafted bread, pastries, and desserts. Introduce unique

beverages, including cold brews, fruit-based drinks, and low-sugar options.

**Local Flavors:** Incorporate Bengali-inspired twists in baked goods and beverages to connect with the local audience.

**Healthy Options:** Add gluten-free, vegan, and low-calorie products to cater to health-conscious customers.

**Affordable Premium Pricing:** Position products within a mid-range pricing bracket (₹150–₹300) to balance affordability with a premium feel.

##### *4.3 Marketing Strategy:*

An effective marketing strategy is key to building brand awareness and attracting customers:

**Social Media Engagement:** Actively promote SV Café on platforms like Instagram and Facebook, showcasing product uniqueness and café ambiance.

**Collaborations:** Partner with local influencers and food bloggers to create buzz and drive initial foot traffic.

**Loyalty Programs:** Offer discounts, rewards, or exclusive deals for repeat customers to build long-term relationships.

**Online Delivery:** Collaborate with food delivery platforms to reach a broader audience, especially in residential areas.

**Seasonal Campaigns:** Introduce seasonal menus and promotions to keep offerings fresh and exciting.

#### *5. Challenges*

Emerging cafes that enter a competitive market such as Kolkata are expected to encounter numerous obstacles, which include:

##### *Extreme Competition:*

Kolkata has an excellent café culture, with a number of prominent chain cafés complemented by independent ones. New players suffer naturally because they have

to contend with established players having loyal customer bases.

Differentiation will, therefore, emanate from mostly unique and better offerings.

**Customer Retention:**

One can capture customers through promotional offers but retaining them comes from consistent quality, excellent service, and a memory-making experience. It should have a robust brand identity and strong loyalty programs.

**Elevated Operational Expenses:**

Rent, staff salaries, raw materials, and utility bills can make running a café expensive, especially in high-demand locations like Park Street or Salt Lake.

Managing costs without compromising quality is a considerable challenge constantly present.

**Evolving Consumer Preferences:**

The food and beverage sector experiences rapid shifts in trends. For example, currently favoured are health-oriented choices and artisanal products; however, consumer preferences may vary with the passage of time. Keys include continuous innovation and ongoing vigilance toward current trends.

**Dependency on Place:**

Geographical location is crucial to the success of a café. A wrong location characterized by low pedestrian activity or mismatched clientele is likely to yield poor operational performance.

**Supply Chain Management:**

Ensuring a consistent supply of fresh, high-quality ingredients is challenging, particularly for artisanal and handmade products. Any chain breakdown may even affect the customer experience directly.

**Developed Credibility and Respect**

New cafes have no reputation so people might not want to try out at first. It requires good reviews, word-of-mouth, and good service to build trust in the market.

**Seasonality and Market Fluctuations:**

Customer footfall and spending may also differ with changing seasons, festivals, and economic conditions. Hence, the new cafes have to prepare for such fluctuations to ensure constant revenues. Regulatory Compliances Cafes need to meet all the state regulations about food safety, hygiene, and licenses, as well as tax laws-which are usually long-winded and bureaucratic. In case of non-compliance, fines await or a delay in operations. Such difficulties call for careful planning and market research followed by an understanding of placing customer value at the core.

## *6. Conclusion*

Kolkata will prove an excellent base for a new café with the positive buzz in food culture as well as growing interest in cafe settings. From the above analysis, it comes out that South Kolkata is the most favourable place for SV Cafe. The area ensures much footfall, heterogeneous patronage, and a sound balance between demand and competition, making it an ideal location to initiate.

The attention to baking, sodas, and crafted beverages in SV Cafe will make it possibly incomparable in the market. Presenting artisanal and health-conscious options combined with peculiar flavourings drawn from local and renowned local and international cuisine traditions would attract a wide cross-section of customers. Meal Fixing between ₹800 and ₹1500 would ensure affordability but wouldn't compromise exclusiveness.

The coffee shop should also focus on building a strong presence in the online world through social media and influencer partnerships, and local business collaborations. Loyalty programs combined with seasonal promotions could help keep customers interested and coming back for more. Delivery service partnerships would

expand reach even further, and eco-friendly take-out packaging would appeal to the modern environmentally conscious consumer.

Right location, high-quality and innovative products, along with effective marketing strategies by SV Cafe will surely provide the best pathway to achieve success and eventually emerge as a favourite spot in Kolkata's café scene.

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