



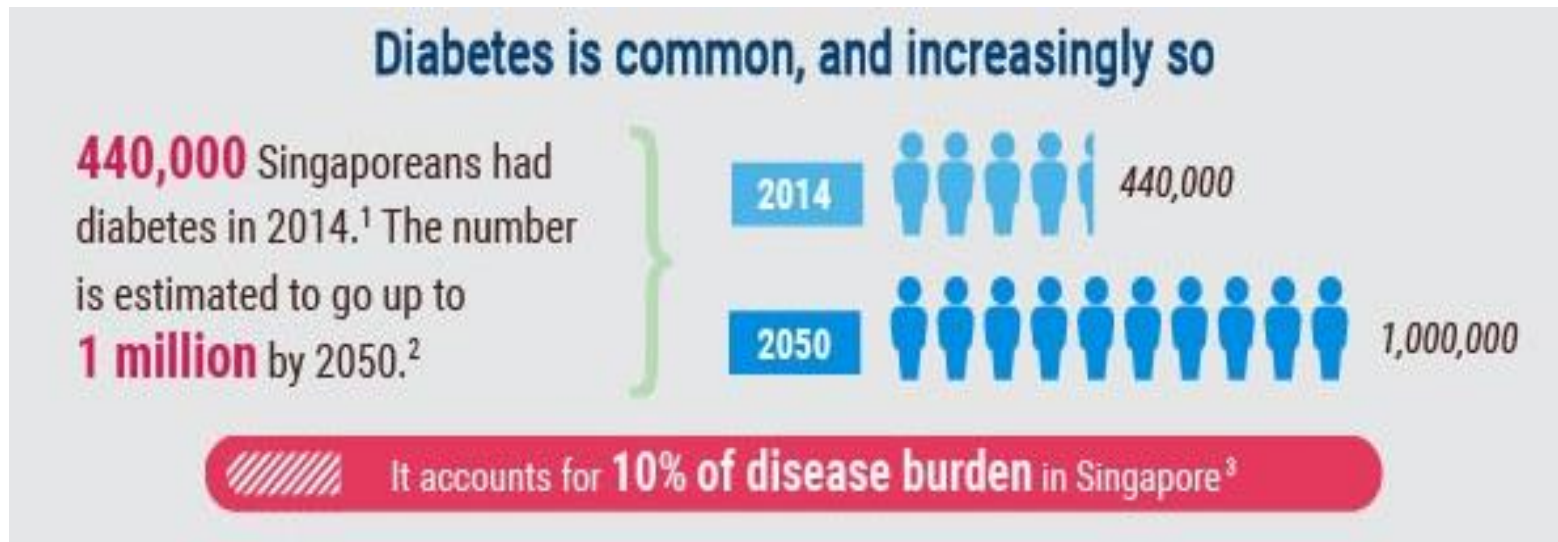
YOUR HEALTHY CAFÉ

IN SINGAPORE

INVESTOR OPPORTUNITY

BACKGROUND

About 400,000 Singaporeans are diabetes and one in three has lifetime risk of developing the disease. And if nothing is done, the number of diabetes under age 70 is expected to rise to 670,000 by 2030 and one million by 2050.





Singapore government adopts a multi-pronged strategy to encourage Singaporeans to eat healthily and reduce their sugar intake from foods and drinks.

Coffee is one of the common sugar intakes for Singaporean. We are going to open a café to serve coffee with less sugar and food with balanced nutrition.

OUR BIG IDEA

Your Coffee Shop's mission is to provide healthy meal for office clerks in a rushing pace for business. They can have a healthy choice of meal in a convenient place. Perhaps breakfast before work, lunch break during working hour, a quick dinner after work or before going to gym, or a power-up after exercise.



	Sugar	0%	25%	50%	75%	100%
	Milk	Non-fat		Skimmed		Soya Milk
	White Rice		Brown Rice		Soba Noodle	
	Pork		Beef		Fish	
	Green Vegetable		Organic Vegetable			

Explore Singapore Market



Mission: Find out a suitable location for healthy café



Allocate business area



Find out the crowd with healthy awareness



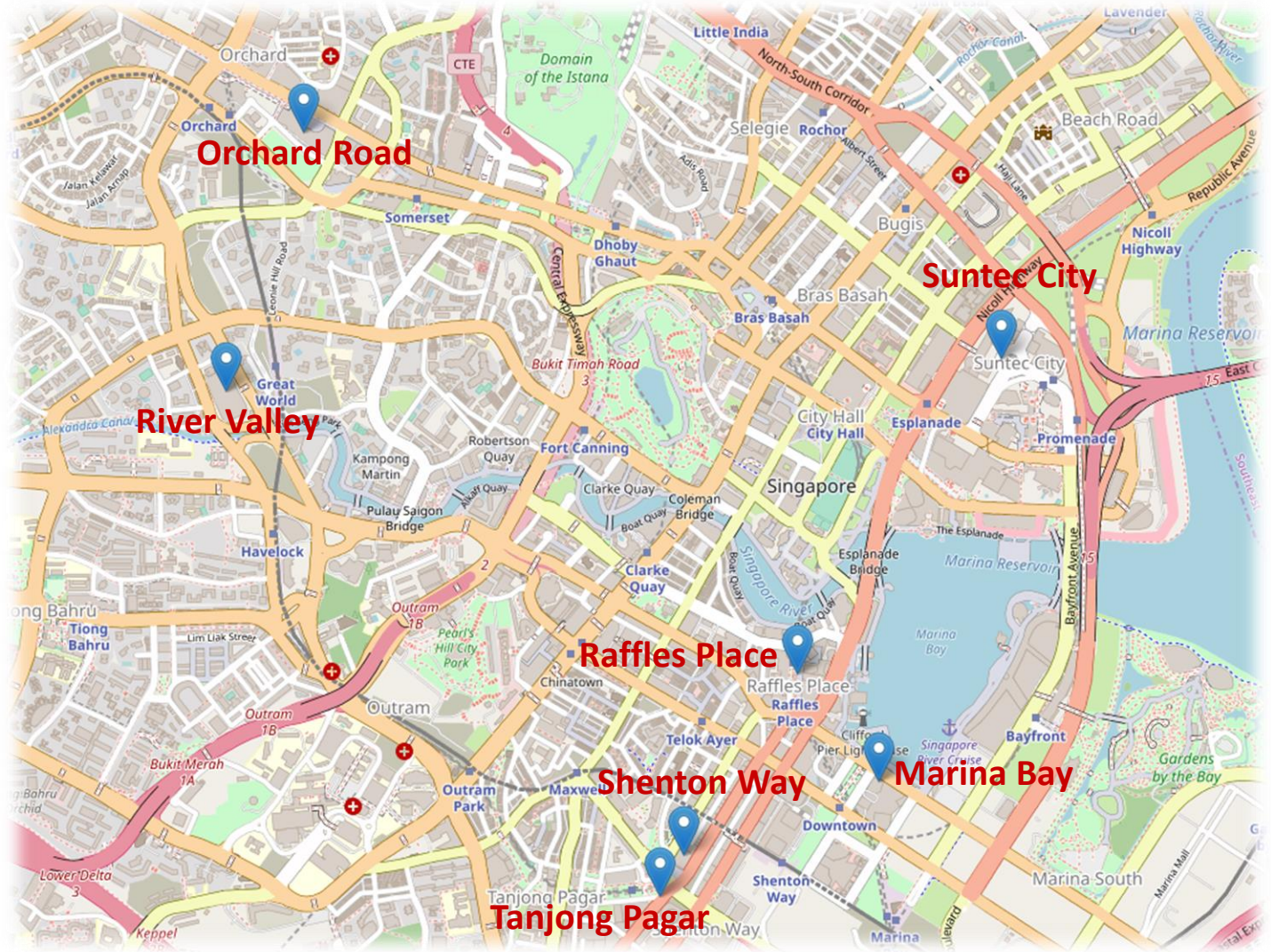
Avoid competitors



Singapore 7 Popular Business Area

Collect geocodes from google map API.

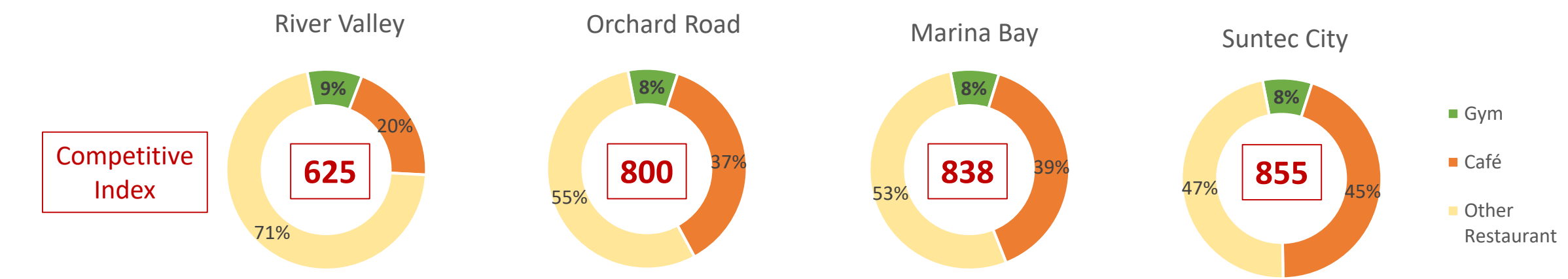
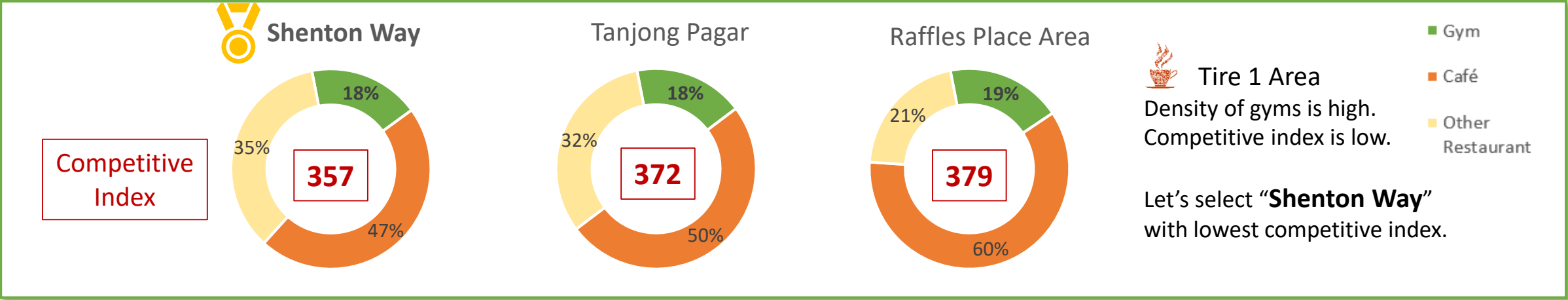
Area	Landmark	Latitude	Longitude
Raffles Place Area	Raffles Place MRT	1.283969	103.8515
Marina Bay Area	Marina Bay Financial Centre	1.280283	103.8543
Tanjong Pagar / Anson Road	Tanjong Pagar MRT	1.276342	103.8468
Orchard Road Area	Ngee Ann City	1.302557	103.8346
Shenton Way Area	Capital Tower	1.277737	103.8476
River Valley	Great World City	1.293642	103.8319
Suntec City	Suntec City	1.29478	103.8585



Nearby Venues in Each Business Area

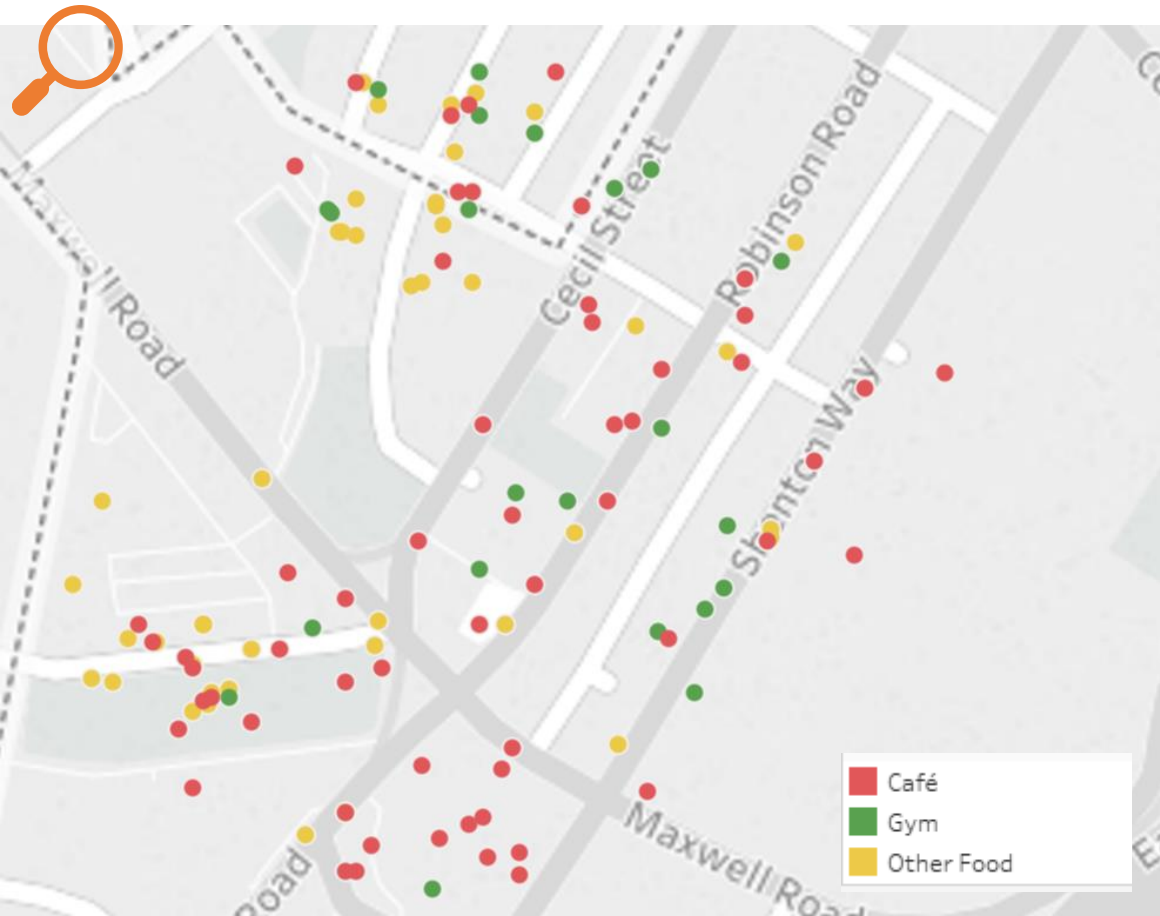
Collect venue list for each business area. Calculate the distribution among gyms, café and other restaurant.

Café and other restaurants are competitors. Café is more directly competitive. So, we give café 100% weight and other restaurants 50% weight.
Competitive Index = (Count of Café * 100% + Count of other restaurant * 50%) / (Count of gyms) * 100.
Competitive Index shows the level of competitors in each location. The lower the better.



Explore Shenton Way

Collect café and other restaurants near each gym in Shenton Way area via Foursquare.



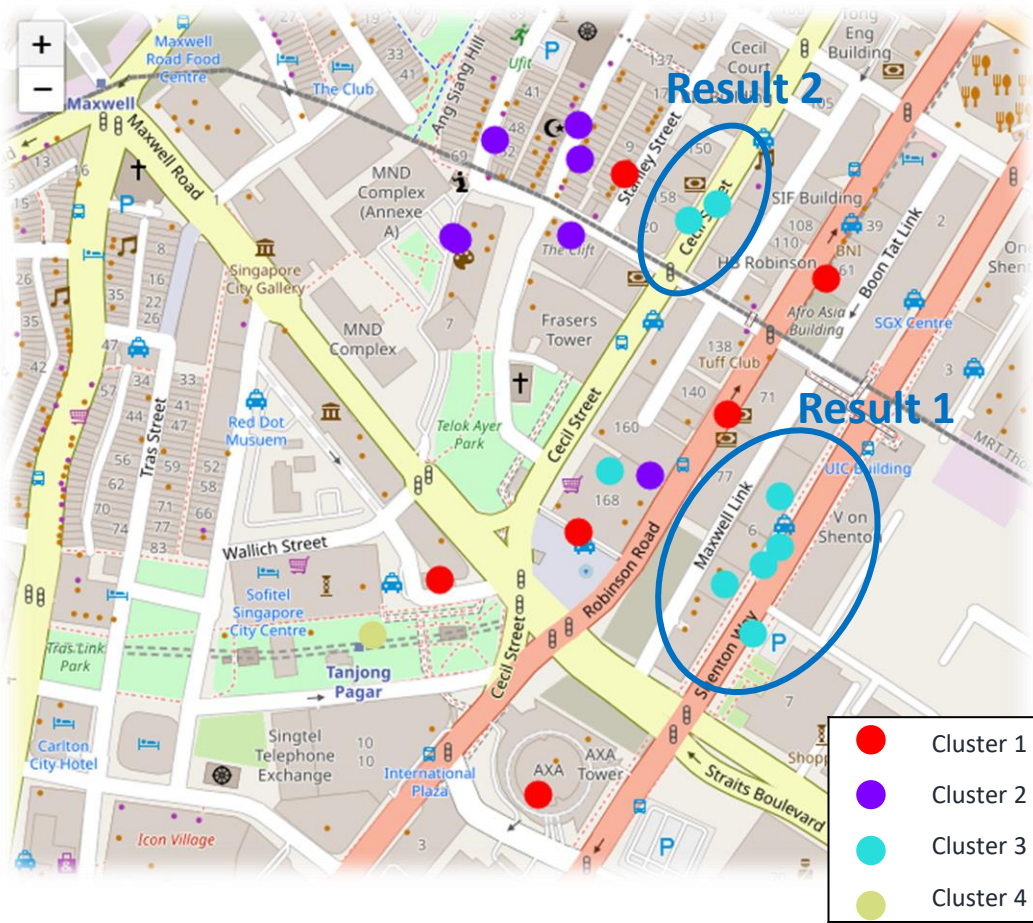
Gym	Avg. Count of Gyms Nearby (Main Target Customers)	Avg. Count of Café Nearby (Direct Competitors)	Avg. Count of Other Restaurants Nearby (Relatively Indirect Competitors)	Latitude	Longitude
Anytime Fitness	1	7	9	1.276658	103.845944
Anytime Fitness Cecil Street	2	1	0	1.279642	103.848224
Boulder Movement	2	1	2	1.277651	103.84888
Sweatbox	2	1	0	1.276672	103.84869
Fitness First Platinum	2	1	2	1.277843	103.847654
Freedom Yoga	2	0	0	1.279755	103.848431
STILL	3	2	2	1.277296	103.848878
GuavaLabs	3	1	0	1.277162	103.84876
Haus Athletics	3	1	0	1.277023	103.848485
Uppercut Boxing	3	2	5	1.28033	103.847431
URA Gymnasium @ 4th Floor	2	1	4	1.279526	103.846526
Hale Yoga Studio	2	2	3	1.277811	103.847943
Gym @ The Clift	1	3	5	1.279529	103.847373
Fitness Chemistry	2	1	4	1.279504	103.84656
Bodytec Studio	4	3	6	1.280082	103.847438
Athlete Lab	3	4	6	1.280222	103.846832
Radiance PhysioFit	1	4	0	1.27551	103.847142
Ritual Gym	1	3	0	1.27824	103.848499
GIC Gym Studio	1	4	2	1.277402	103.847426
Vanda Boxing Club	1	2	1	1.279218	103.849207
Virgin Active	1	4	3	1.277055	103.846435
Webarre	2	3	2	1.279975	103.84776

Explore Shenton Way (Continued)

Based on location and nearby venues, we can classify gyms in Shenton Way area into 4 clusters[#].

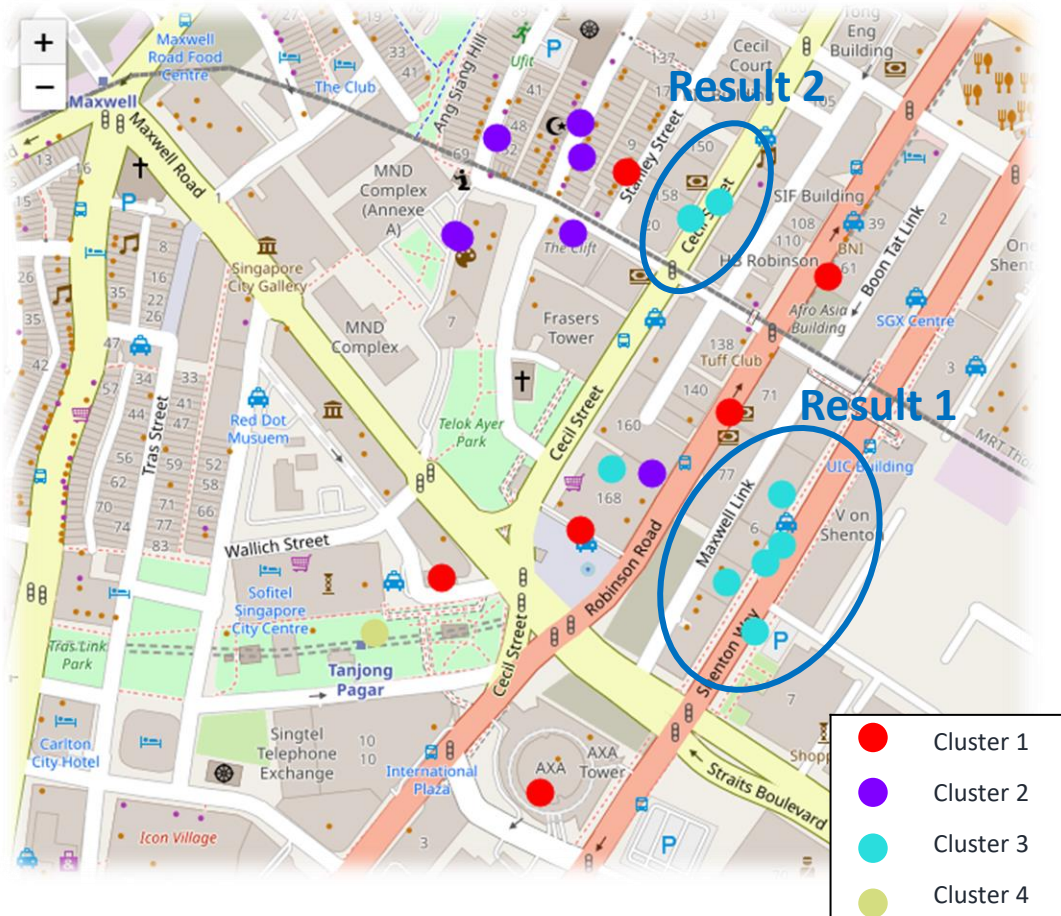
Cluster	Avg. Count of Gyms Nearby (Main Target Customers)	Avg. Count of Café Nearby (Direct Competitors)	Avg. Count of Other Restaurants Nearby (Relatively Indirect Competitors)
1	1.2	3.3	1.3
2	2.4	2.3	4.7
3	2.4	1.0	0.8
4	1.0	7.0	9.0

Cluster	Avg. Count of Gyms Nearby (Main Target Customers)	Avg. Count of Café Nearby (Direct Competitors)	Avg. Count of Other Restaurants Nearby (Relatively Indirect Competitors)
1	Medium	Medium	Low
2	High	Medium	High
3	High	Low	Low
4	Low	High	Very High



Based on the classification result, there are two ideal locations highlighted in map. Let's start to search if there's any available rent in these two places.

Conclusion



Searched 7 Singapore popular business area.

We can find out below areas with more gyms and relatively low density of café.

Shenton Way area is the first choice while Tanjong Pagar and Raffles Place can be backup choices.

When we start to explore Shenton Way, we can find out two ideal locations.



First one is the east side of Maxwell Link with 5 gyms nearby.



Second one is north side of Cecil Street.

THANK YOU!

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Appendix

Gyms in Shenton Way

Venue	Avg. Count of Gyms Nearby (Main Target Customers)	Avg. Count of Café Nearby (Direct Competitors)	Avg. Count of Other Restaurants Nearby (Relatively Indirect Competitors)	Latitude	Longitude	Cluster
Anytime Fitness	1	7	9	1.276658	103.845944	4
Anytime Fitness Cecil Street	2	1	0	1.279642	103.848224	3
Boulder Movement	2	1	2	1.277651	103.84888	3
Sweatbox	2	1	0	1.276672	103.84869	3
Fitness First Platinum	2	1	2	1.277843	103.847654	3
Freedom Yoga	2	0	0	1.279755	103.848431	3
STILL	3	2	2	1.277296	103.848878	3
GuavaLabs	3	1	0	1.277162	103.84876	3
Haus Athletics	3	1	0	1.277023	103.848485	3
Uppercut Boxing	3	2	5	1.28033	103.847431	2
URA Gymnasium @ 4th Floor	2	1	4	1.279526	103.846526	2
Hale Yoga Studio	2	2	3	1.277811	103.847943	2
Gym @ The Clift	1	3	5	1.279529	103.847373	2
Fitness Chemistry	2	1	4	1.279504	103.84656	2
Bodytec Studio	4	3	6	1.280082	103.847438	2
Athlete Lab	3	4	6	1.280222	103.846832	2
Radiance PhysioFit	1	4	0	1.27551	103.847142	1
Ritual Gym	1	3	0	1.27824	103.848499	1
GIC Gym Studio	1	4	2	1.277402	103.847426	1
Vanda Boxing Club	1	2	1	1.279218	103.849207	1
Virgin Active	1	4	3	1.277055	103.846435	1
Webarre	2	3	2	1.279975	103.84776	1