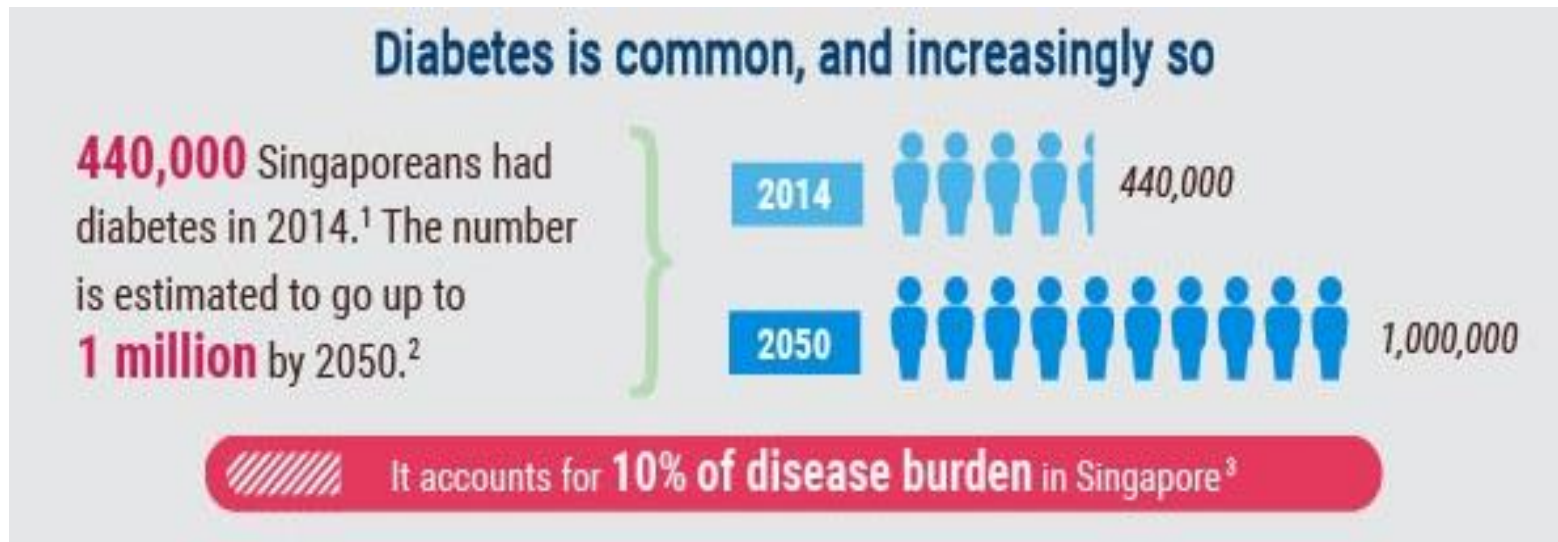# YOUR HEALTHY CAFÉ

## 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.

| Coffee | | | | | |
|---|---|---|---|---|---|
| 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
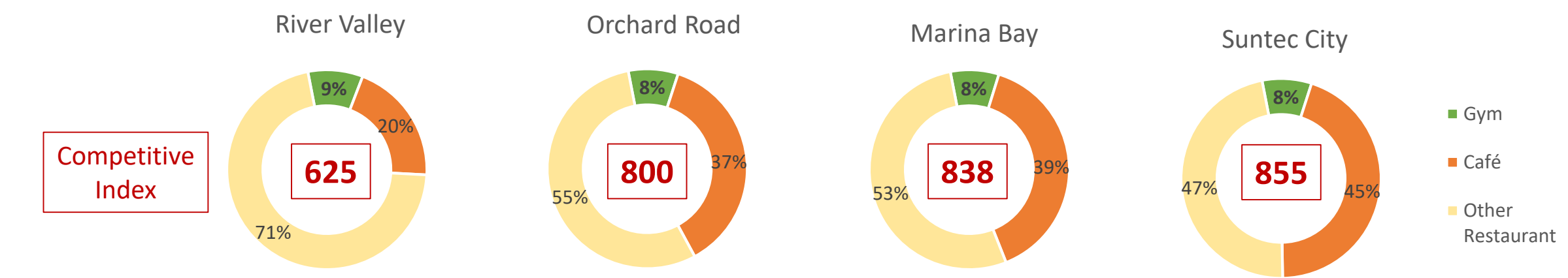
# Singapore 7 Popular Business Area

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 Finacial 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 |
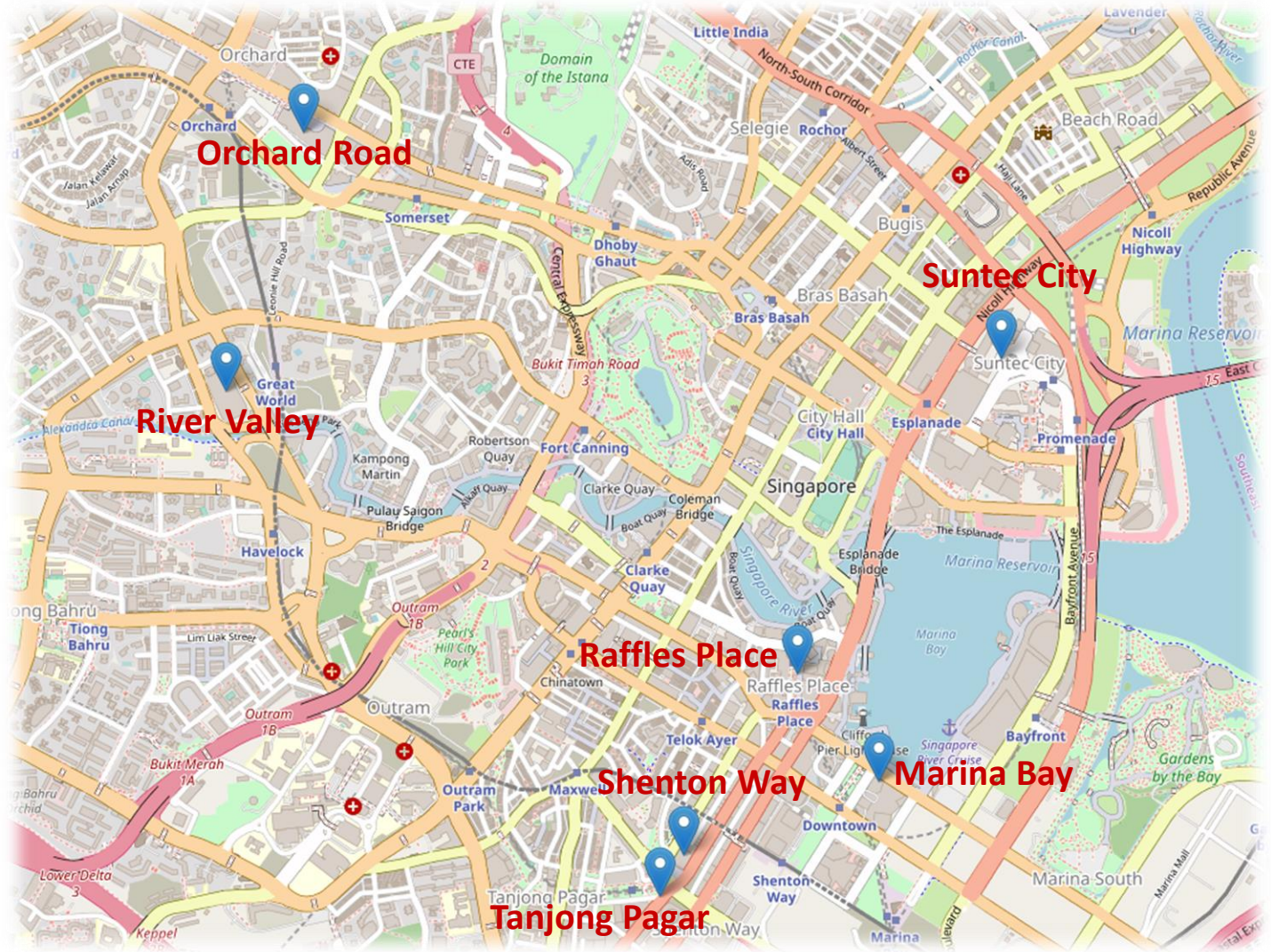
# Nearby Venues in Each Business Area

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

**Shenton Way**

18%
35%
357
47%

**Tanjong Pagar**

18%
32%
372
50%

**Raffles Place Area**

19%
21%
379
60%

- Gym
- Café
- Other Restaurant

Tire 1 Area
Density of gyms is high.
Competitive index is low.

Let's select "**Shenton Way**" with lowest competitive index.

Competitive Index

River Valley

9%
20%
625
71%

Orchard Road

8%
37%
800
55%

Marina Bay

8%
39%
838
53%

Suntec City

8%
45%
855
47%

- Gym
- Café
- Other Restaurant

Competitive Index

Café is the direct competitor
Competitive Index = (Count of Café + Count of other restaurant * 0.5) / (Count of gyms) * 100.
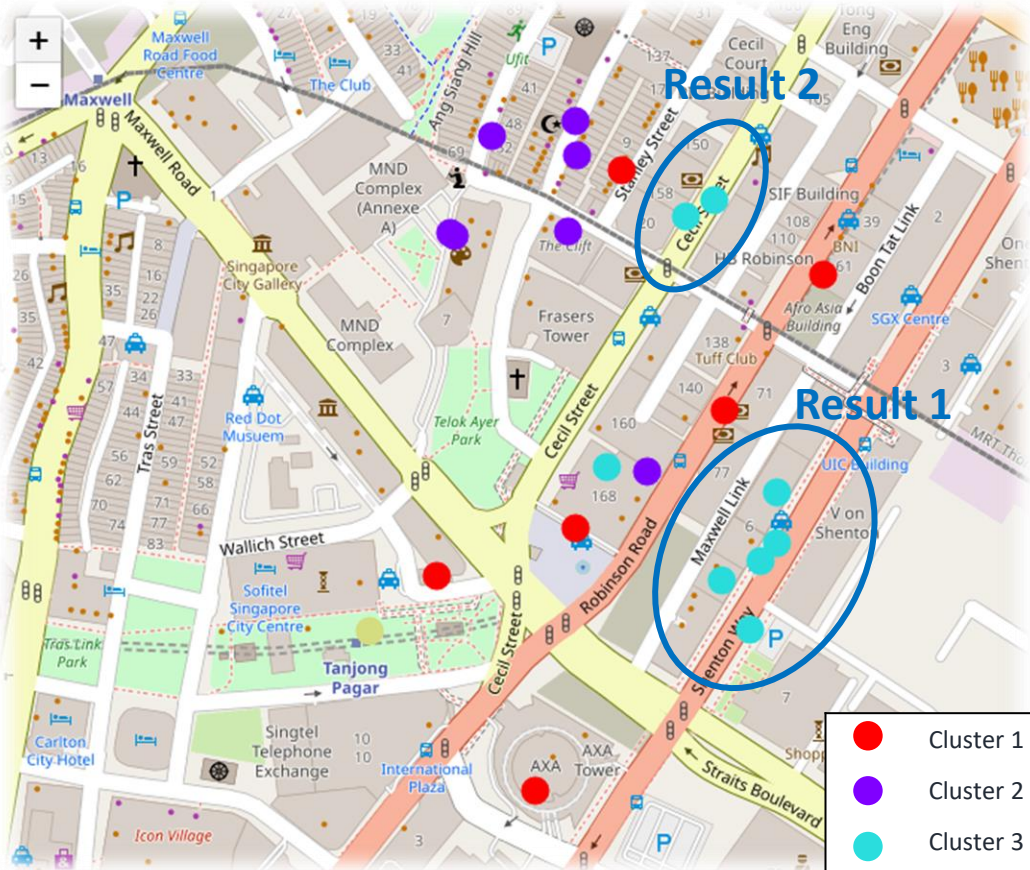It shows the level of competitors in each location. The lower the better.

# Explore Shenton Way

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

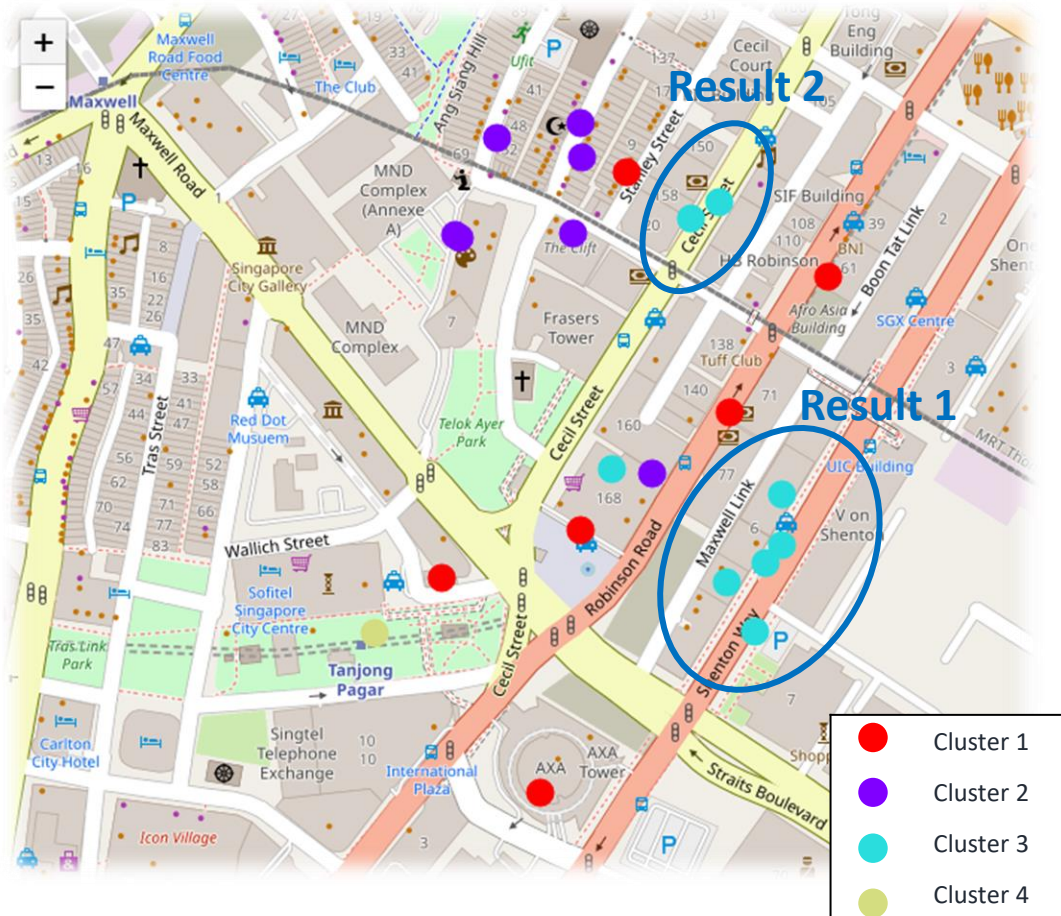| Cluster | Avg. Count of Gyms Nearby (Main Target Customers) | Avg. Count of Café Nearby (Direct Competitors) | Avg. Count of Other Restaurants Nearby (Relatively Indirect Competitors) |
|---|---|---|---|
| 1 | 1.2 | 3.3 | 1.3 |
| 2 | 2.4 | 2.3 | 4.7 |
| 3 | 2.4 | 1.0 | 0.8 |
| 4 | 1.0 | 7.0 | 9.0 |

| 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 |