



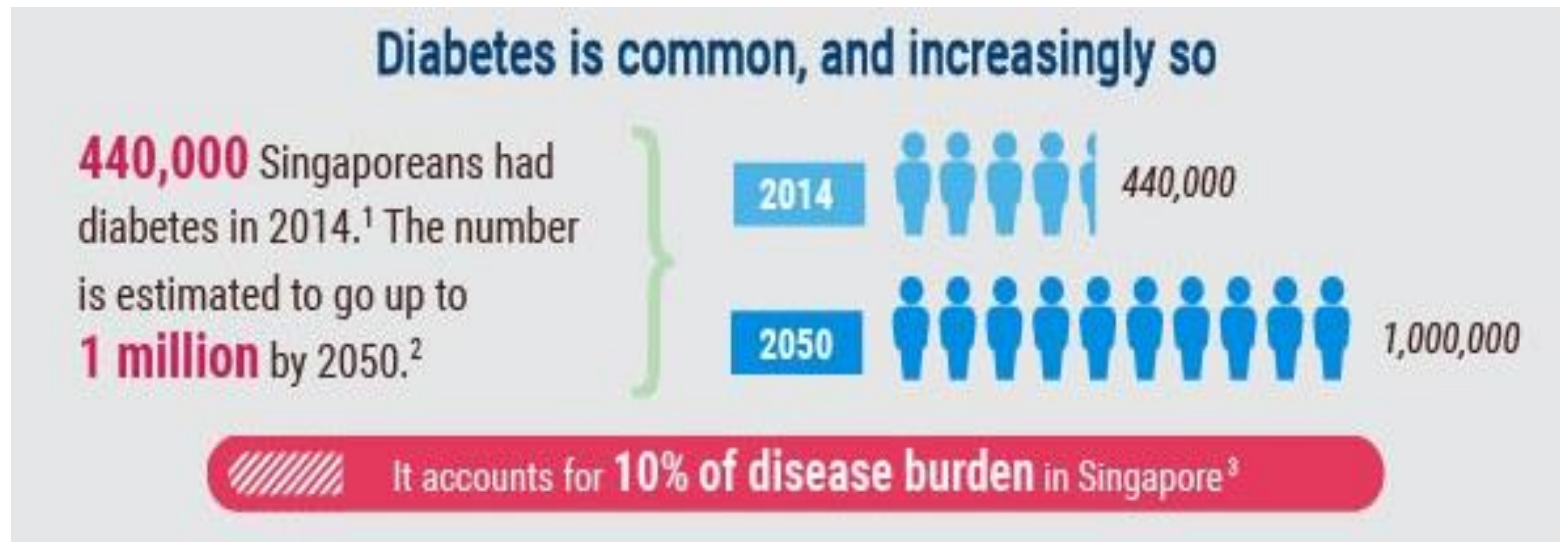
YOUR HEALTHY CAFÉ

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



Find out a suitable location for café shop



Allocate business area



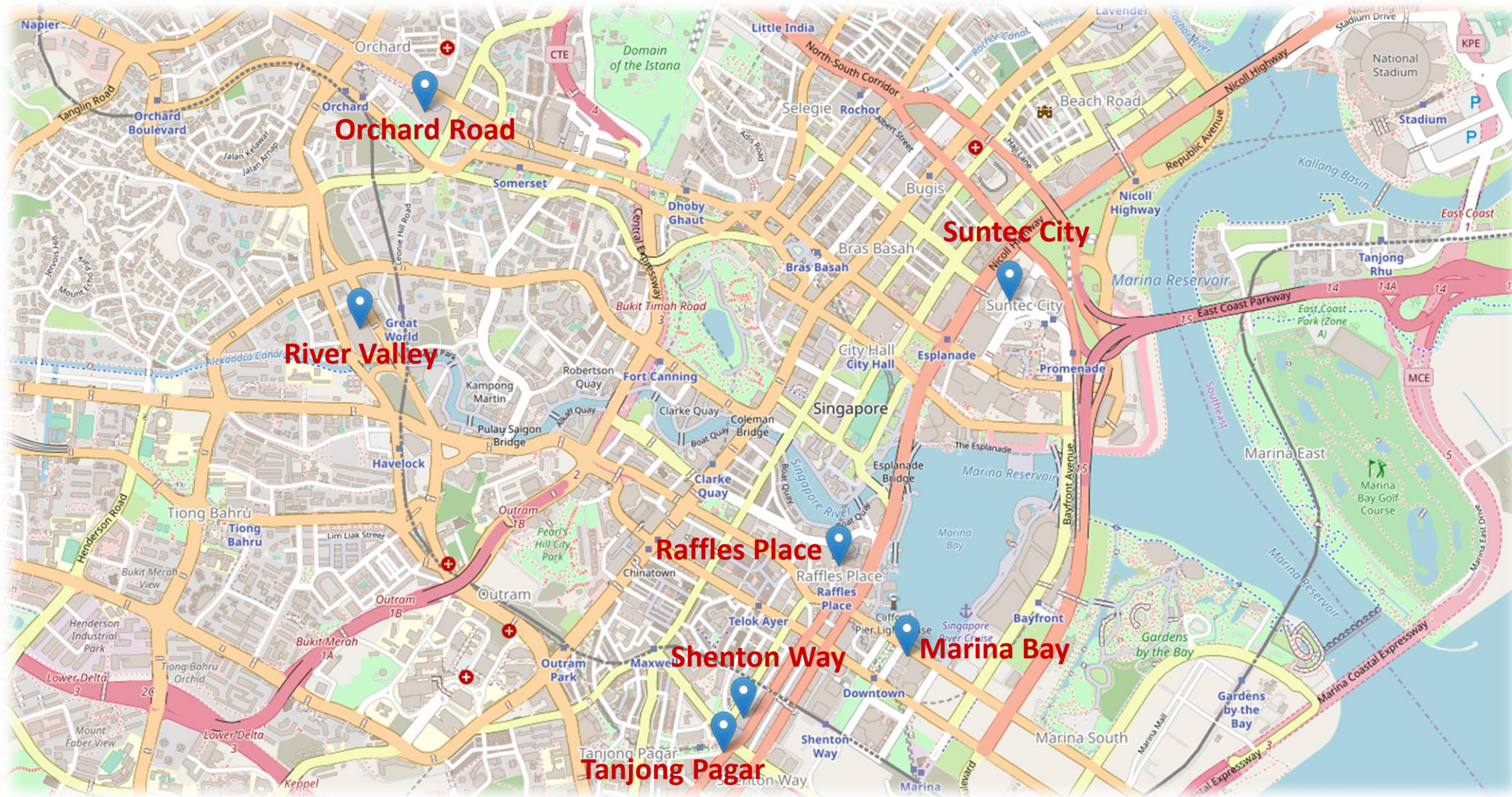
Find out the crowd with healthy awareness



Avoid competitors

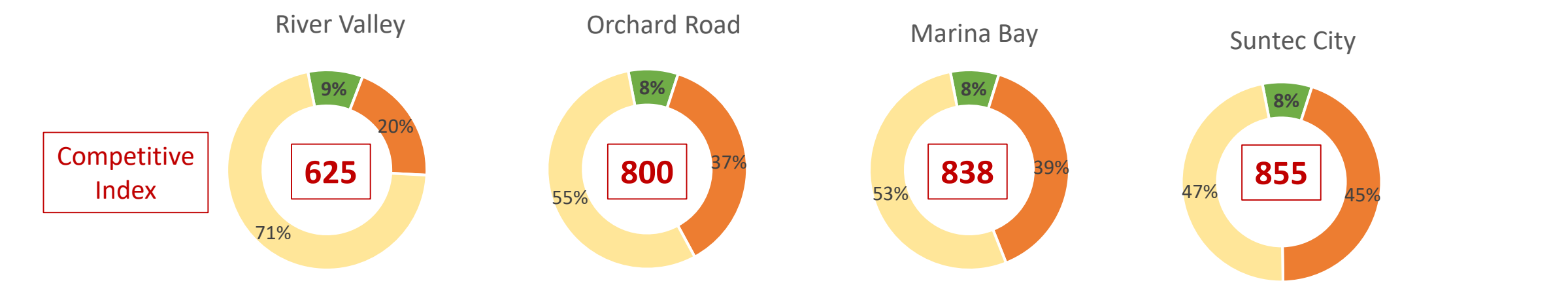
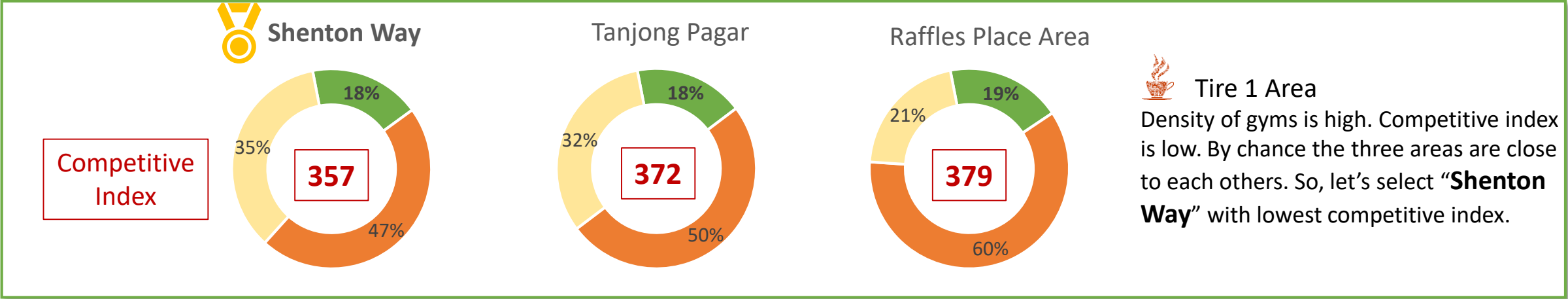


Singapore 7 Popular Business Area



Nearby Venues in Each Business Area

Distribution among gyms, café and other restaurant



Competitive Index = (Count of Café + Count of other restaurant) / (Count of gyms) * 100. It shows the level of competitors in each location.

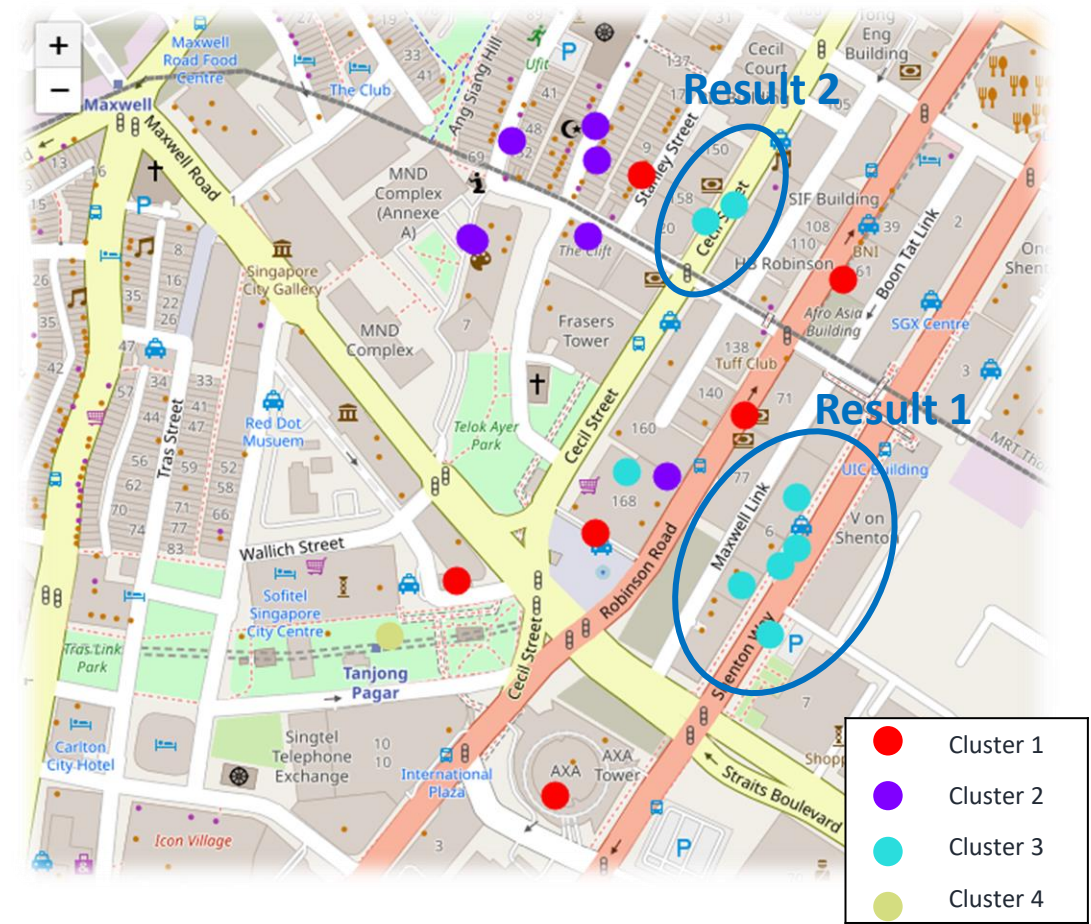
Explore Shenton Way

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	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.



THANK YOU!

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