Case 1: Bangalore Shop

* The man should start identifying food items which were selling the most. This will help in knowing the demand.
* He should start to focus on food items where he made more margins.
* He should start to upsell with star products like selling combo.
* He should identify things from where he gets motivation and do those things daily to get rid of laziness.
* He should not remove veg food completely. Rather identify the right amount of inventory to avoid wastage.

Case 2: Pune Shop

1. Collect price data from nearby vada pav shops and decide average price per vada pav
2. He can differentiate by – different flavors from competitors, adding more menu items, price point, offers like buy 2 get 1 free, making his shop more attractive, maintain hygiene, unique packaging
3. Preparing questionnaire and taking feedback from his customers
4. Price point, recipe with secret ingredient, branding, special chutney, combo offers, good service