

TO START A WADA PAV FOOD RESTAURANT

BACKGROUND AND BUSINESS PROBLEM

A man wants to open a wada pav Shop near Shivaji Nagar In Pune.

He has got a location where there are other four More wada pav shops. He is not able to understand what will be the strategy to take over his clients. The main business problems are

- **Competition**

There are already well-established Wada pav franchises like café Durga and Joshi Wadewale these would become strong competition to business.

- **Staff training and recruitment**

A restaurant is primarily known for its food and services. You need to have an expert chef whose cooking would lure customers to the restaurant.

- **Designing the right menu**

A mouth watering menu with delicacies is a sure way to attract customers. The customer looking at a menu decides what he wants in 107 seconds before defaulting to the easiest option. The colours, the order in which dishes are listed, and even the font of the price matters.

CASE STUDY

A man wants to open a Wada Pav Shop near Shivaji Nagar in Pune. He has got a location where there are other 4 more Wada pav shops. He is not able to understand what will be the strategy to take over his clients

I have analysed the data and came with some good insights that will help him to start his Wada pav restaurant at Shivaji nagar Pune

THE CHALLENGE

To get a data from restaurant's is quite challenging because they operate mostly offline.

There are well established Wada pav restaurants to survive the competition we have start the business on large scale.

SOLUTION

I have researched and collected data from Zomato and Google review of some top Wada pav restaurants in Shivaji Nagar Pune like Café Durga, Joshi wadewale, Rohit Wadewale and made some good insights to know the business of Wada pav restaurants.

- Pricing is the first marketing skill we have to keep the price affordable to the mass customers. The average of four competitors Wada pav price is **Twenty rupees** and it is to be our price because it is catchy and affordable.
- The restaurant should be spacious for seating and parking and properly maintained for good hygiene and good ambience.
- The should not be Oily and should concentrate on the quality of food.
- Staff should be polite and service should be fast in order to do fast service we should recruit more staff according to the inflow customers.
- The next insight we came across is the variety of food. The most common varieties that people like among the four competitors and that are the bestselling in the market. The four varieties are;
 1. Misal Pav
 2. Cold coffee with ice cream
 3. Mango lassi
 4. Wada Pav with tea
- The Last insight we should always consider is the taste of food and customer service.

OUR APPROACH

I have noted the reviews of customers on Google to know the needs of customers and best things offered by our competitors and came out with some good insights that will help us to beat the competitors.

