

19th August
2023

Case Study 2

In order to open a Wada Pav Shop it requires an careful consideration & revamp" of business strategy, market analysis & potential data-driven insights.

(a) Price of each Wada Pav:
He needs to determine the cost of ingredients, purp" & overheads. also he need to research the average prices of wada pav in the area, we need to set a competitive price that covers both cost & is appealing to the customers.

(b) Differentiation from competitors:

To be the best /standant from the other competitors, he needs to focus on unique selling points based on the research done with the nearest shops.

- (i) High quality ingredients
- (ii) Special flavours
- (iii) Quick service
- (iv) Attractive plating & packaging for people.
- (v) Being loyal & engaged to the customers.

(c) Gaining insights without data:

He might not have direct data for his shop but he can get information through

- (i) Observing ex behaviours at other shops.

- (iii) Gauging customer preferences through surveys.
- (iv) Analyzing of busy hours & foot traffic

(d) Positioning & Customer attraction:
Positioning plays an important role in getting the customers attracted.

- (i) Emphasize quality, taste & hygiene.
- (ii) Focus on specific target audience (eg: students)
- (iii) Offer a unique experience (eg: flavours)
- (iv) A story is very much important also build a strong brand.

(e) Use /application of Data-Science & Machine Learning:
Data science can provide insights to optimize operations & customer engagement.

- (i) Forecast: predict peak hours, days & seasonal variations to manage inventory & staff.
- (ii) Feedback: Monitor online reviews & social media to know the customer feedback.
- (iii) For any kind of upselling he needs to implement personalized recommendations.
- (iv) Categories of customers: he needs to analyse customer demographics & preferences.

(f) Making him an entrepreneur:

- (i) To foster growth & success continuously monitor & adapt strategies based on ex feedback & adaptability.
- (ii) Always expand the menu with introducing new items based on demand.

(iii) Collaborate with local events, offers for catering opportunities.

(iv) Always focus on building a loyal customer base through best service & best quality.

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(script) (i) something beyond script are best (ii)

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which also includes about 11 parts A (vi)

board profile

estimated number of services - 200 to 300 (i)

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