MODULE 2: RESESARCH & MARKET ANALYSIS

2.1 Market Research

- Understanding customer preferences (age, spending power, food habits).
- Competitor analysis what works and what doesn't. (GO IN MARKET AND ASK PEOPLE)
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats).

2.2 Identifying Your Target Audience

- Students, office workers, families, couples.
- Time of visit morning, afternoon, evening.



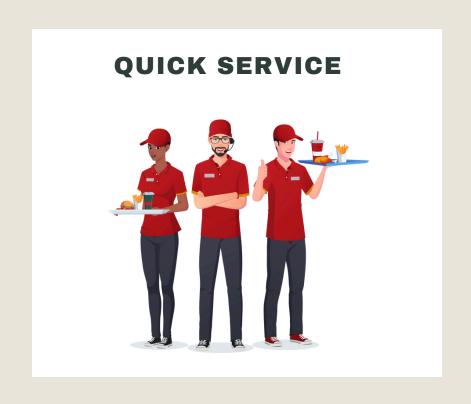


CAFE COURSE BY ABHIJEET VISHNU WANKHED

2.3 DEFINING YOUR USP (UNIQUE SELLING PROPOSITION)











- THESE THREE FACTORS MATTERS MOST
 - 1.PRICE
 - 2.QUALITY
 - 3.SERVICE

Example:

- McDonald's Success through low pricing, quick service, and uniform quality.
- Chai Sutta Bar Created a niche with Indian-style chai served in kulhads.





