

## Question#1

### 1. Define your problem

Where will a vegan restaurant attract people the most? And what dish should it sell as a main dish to be success in business?

### 2. Describe what data you would need and how you get them

I got following data from google trend.

- Interest in vegan restaurants over past 10 years
- City with the highest number of people that show interest in vegan restaurant (over past 12 months)
- Vegan dish that people in the city mentioned above google the most. (over past 12 months)

Also following information will be helpful to solve the problem. I might be able to get it from expertise or public database.

- Chef's recipes for fresh vegan meal
- Information about nutrient in ingredients of suggested vegan meal

### 3. Briefly explain how you think you can solve the question (no need to be formal or technically sound)



Vegetarianism has become a world-wide issue over past few years. The graphs on the left says that many people show growing interests in vegan restaurants, and it peaked in last 2 years. So I think it is the best time to open a vegan restaurant.

According to the picture below, the Western world shows more interest in vegan restaurants than Asia does. Especially the American is more likely to visit vegan restaurants, as they more often google 'vegan restaurant near me' than others do.

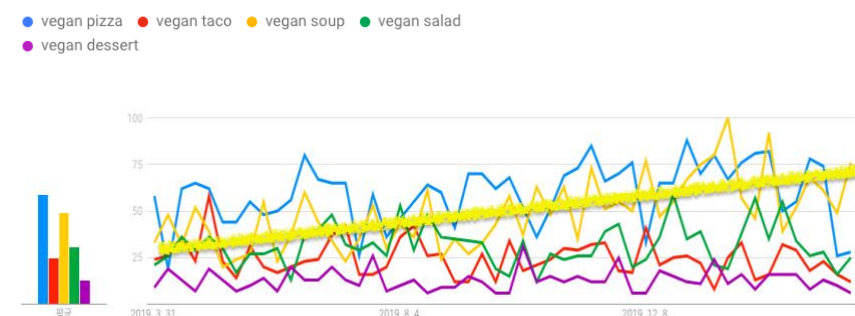


정렬: vegan restaurant near me에 대한 관심도 ▼

1	미국	
2	태국	
3	말레이시아	
4	인도네시아	
5	베트남	



In USA, people in Florida, especially Miami and West Palm Beach, google the keyword the most. So if an owner of the restaurant wants higher probability of success in business, he should choose Miami or West Palm Beach in USA as a location of restaurant.



관련 검색어 ? 인기 ▼ ⬇ ⬅ ➡

1	vegan soup recipes	100
2	vegan potato soup	91
3	vegan lentil soup	64
4	vegan vegetable soup	41
5	vegan butternut squash soup	32

< 6개 검색어 중 1-5번 표시 중 >

The graph above shows Florida people's interest in vegan dishes over a past year. Pizza has the highest average value, but what I focus on is not the average, but steepness of the value. As you see the yellow linear line in the picture, soup has the steepest rising tendency. And the chart above says that the most popular ingredient of vegan soup is potato. So the owner should choose the potato soup as a main dish of restaurant.

For sales point, the main dish must be trendy and also balanced in nutrients. Chef's recipes for vegan meal and nutrient information about it would be helpful to be success in business, as the restaurant might be able to advertise these properties, so could attract people by giving trust that its dish is not only gorgeous but also nutrient-balanced so it is good for health.

## Question#2

### 1. Define your problem

As Korean franchise coffee shops now begin entering the global market, in which country will they success the most? And which coffee shop will success the most?

### 2. Describe what data you would need and how you get them

I got following data from google trend.

- People's interests in coffee and coffee shops all over the worlds over past 5 years
- City with balanced interests in coffee and coffee shop, and those must be quite high (over past 5 years)
- Korean coffee shop brands with relatively world-wide popularity (over past 5 months)

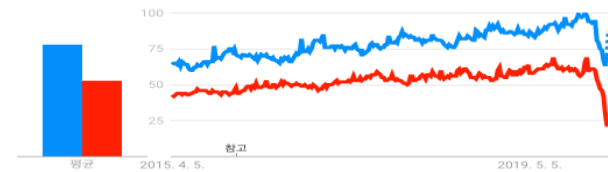
Also following information will be helpful to solve the problem. I might be able to get the company's website.

- Strategies of Korean coffee shop brand mentioned above

### 3. Briefly explain how you think you can solve the question (no need to be formal or technically sound)

● 커피 ● 커피집

As you can see the graph above, there is a global tendency of growing interest in coffee, and also coffee shops. Countless coffee shops newly open in our country these days. And I think our franchise coffee shops have a competitive edge over other countries', as they have been developing their menus, services or even goods not to fall behind in competition with numerous counterparts. So a scenario that they enter the global market sounds intriguing to me.



전 세계. 지난 5년. 웹 검색.

지역별 관심도

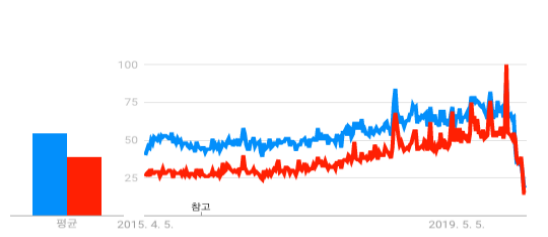
지역	관심도
1 일본	100
2 싱가포르	70
3 오스트레일리아	67
4 뉴질랜드	64
5 에스토니아	55
6 태국	46

지역별 관심도

지역	관심도
1 대만	100
2 베트남	80
3 온두라스	79
4 사우디아라비아	63
5 태국	58

지역

● 커피 ● 커피집

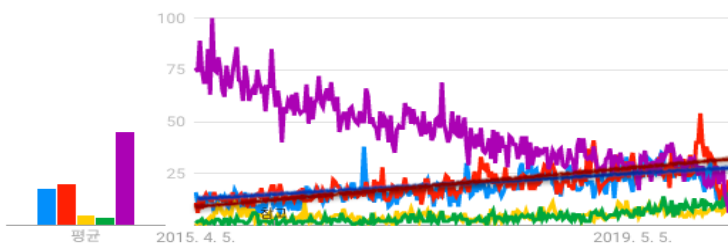


태국. 지난 5년. 웹 검색.



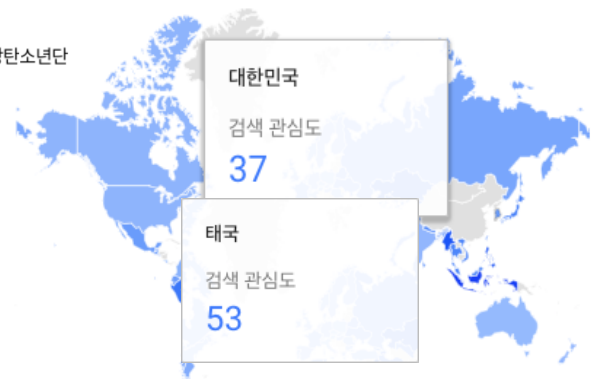
Charts above says that people in Thailand show more interest in coffee shops than those in many other countries do, as they ranked top 6, as well as do in coffee, ranking top 5. Also Thais' interests in coffee and coffee shop are well-balanced, according to the graph above. It says that their interest in coffee shops peaked last year, so I think it is the best time to newly open a coffee shop in Thailand. And for the location of branches of the coffee shop, Chiang Mai looks perfect because people in the city google the keyword the most, as you can see the picture on the left. We all know that Chiang Mai is the global tourist attraction so it will be a great chance to promote the brand name world-wide.

● 이디야커피 ● 투썸플레이스 ● 백다방 ● 메가커피 ● 카페베네



전 세계. 지난 5년. 웹 검색.

● 방탄소년단



The graph on the left shows the global interest in Korean franchise coffee shops. All of them have been getting popularity over past 5 years except 'Café Bene'. Two linear lines say that 'Ediya coffee' and 'Twosome place' have steeper rising tendency than others do, and the latter grows steeper. So it looks 'Twosome place' has the best competitive edge in menus and services, and it means 'Twosome place' has better skills for localization than others do. Also it has even global competitiveness, as it these days manufactures its goods, collaborating with 'BT21'. 'BT21' is a character brand created by BTS, the world-wide K-pop star. 'Twosome place' sells tumblers, cups, tea pots and etc. with 'BT21' characters. So it can be the sales points in Thailand, as Thais show more interest in BTS even than Koreans do according to the picture above.