

STARTUP CAFE BRAND

Business Type: Food and Beverage Services

Business Objective: PROVIDE BEST AND QUALITY FOOD

Funnel: GOOGLE SEARCH

1. Who am I talking to?

1. PERSON WHO WANTED TO HAVING UNFORGETTABLE TASTE IN AFFORDABLE PRICE
2. COUPLES WANTED TO HAVING PRIVACY WITH TASTY MEAL
3. PEOPLE WHO ARE LOOKING FOR FAMILY FRIENDLY ENVIRONMENT
4. PEOPLE WHO WANTED A CAFE WITH FREE PARKING AND HIGH QUALITY FOOD
5. THOSE WHO LOOKING FOR EXCEPTIONAL INTERIOR DESIGN CRAFTSMANSHIP WITH AFFORDABILITY AND ALSO SEEKING FOR DELICIOUS FOOD

2. Where are they now?

1. THEY ARE TRYING TO FIND IN GOOGLE SEARCH ENGINE

[ACCORDING TO COMPETITOR CUSTOMERS REVIEW]

2. CURRENT STATE -

i. DESIRE- 4/10

- a. THE COST OF FOOD IS WAY HIGH BUT THE TASTE WAS NOT SO GOOD
- b. THE CAFE IS FAR FROM TOWN AND TAKE LONG TIME TO REACH
- c. NOT HAVING CONVENIENT OPTION FOR GETTING TO THE CAFE
- d. SERVER ARE NOT GETTING ORDERS ON TIME

ii. BELIEVE-3/10

- a. THE THING THEY SHOWED WEREN'T ACTUALLY WHAT WAS SERVED
- b. THE TASTE OF THE FOOD DIDN'T MATCH THE PRICE
- c. THE **HYGIENE** ISN'T UPTO THE MARK

iii. TRUST-4/10

- a. LACKING THE SKILLED CHEF
- b. SITTING AREA OF THE CAFE WAS NOT COMFORTABLE
- c. NOT RECEIVING THE FOOD THEY REQUESTED AND THE PRESENTATION OF DISHES APPEARED MEDIOCRE

3. DREAM STATE-

- i. WANT TO GET HIGH QUALITY, FRESHLY BREWED COFFEE AND VARIETIES OF TEAS
- ii. WANT TO GET WELL MAINTAINED AND CLEAN SURROUNDING
- iii. WANT TO GET CONVENIENT OPTION FOR GETTING TO THE CAFE
- iv. NEED GOOD ENVIRONMENT AND FACILITY FOR BOTH FAMILIES, FRIENDS AND COUPLES.
- v. **NEED A PLACE VIBE WHERE ALWAYS FEEL KNOWN AND WELCOME**
- vi. **DISCOUNT OR PERKS FOR REGULAR CUSTOMER**
- vii. **CONSISTENTLY MAINTAIN VIGILANT ATTENTION TO HYGIENE**

3. WHERE THE LOCATION IS TO BE?

1. **High Foot Traffic:** **MORABADI ,LALPUR, NEAR RANCHI AIRPORT**, WAS AN HUBE OF PLENTY OF PEDESTRIANS, STUDENTS -**[MORABADI AND LALPUR]**, TOURISTER, PASSENGERS-**[AIRPORT]**
2. **Visibility:** THE CAFE NEEDS TO VISIBLE EASILY . SO, WE NEED TO SET UP CAFE IN JUST BESIDE OF THE ROAD
3. **Accessibility:** WE NEED TO ENSURE ADEQUATE PARKING OPTIONS FOR CUSTOMER
4. **Demographics:**
 - a. **YOUNG ADULT (18-24 YEARS) :** This age group is often the most frequent visitor to cafes. They tend to enjoy the social aspect, the trendy atmosphere, and the opportunity to work or study in cafes.

b. ADULT(25-35 YEARS):This group also frequents cafes regularly, often for both socializing and work purposes. Many professionals in this age range use cafes as a place for meetings or remote work.

c.MIDDLE AGE ADULT (35-54 YEARS): This demographic may visit cafes less frequently than younger adults, but they still represent a significant portion of the clientele. They often value quality coffee and a comfortable environment.

d.TEENS (13-17 YEARS):While less financially independent, teens do visit cafes, usually for social gatherings or as part of a group.

- **SUGGESTION:**

i. WE NEED TO CREATE AN ENVIRONMENT SO THEY DON'T GET IRRITATE OR DISTURB WITH EACH OTHER PRESENCE

ii. WE NEED TO BUILD A PARTITIONED SPACE FOR ALL THE AGE GROUP

5. **Competition:**

a. MORABADI - THERE IS NO ANY CAFE OPTION FOR PEOPLE AND THEY USED TO CONSUME STREET FOOD.

b.LALPUR -

i. THERE IS AN AVAILABILITY OF CAFE IS NOT IN ADEQUATE AMOUNT

ii.THE SIZE OF CAFE IS NOT LARGER SO PEOPLE ARE REALLY FEEL UNCOMFORTABLE DUE TO MIX UP OF EVERY AGE GROUP

c.AIRPORT- THERE IS A NO NEARBY CAFE BUT SOME OF THE RESTAURANT ARE AT 0.5 KM FROM AIRPORT BUT THE PROBLEM THEY ARE FACING IS AIRCRAFT DEPARTURE AND LANDING SOUND MAKE PEOPLE IRRITATE

Mildly disappointing.

- **couples**

This is a vegetarian restaurant attached to a hotel near the Ranchi airport. The negative point is that being very near the flight path of departing aircraft, the noise level is very high

HAKSI

6. **Size and Layout:** Ensure the space is sufficient for the desired seating capacity, kitchen equipment.

7. **Neighborhood Appeal:** Look for a neighborhood with a vibe that matches café's concept, whether it's trendy, cozy, or family-friendly.

8. **Zoning Regulations:** Checking to local zoning laws to ensure that a café is permitted in that location and to understand any restrictions that may apply.
9. **Safety and Security:**

i.MORABADI -

a. THIS IS BEST CROWD GATHER AREA. HERE LOTS OF TYPE OF PEOPLE CAME IN WHICH MAXIMUM WAS COUPLE AND FRIENDS.

- ♦ **TIMING FOR BEST SELL WILL BE - 3:00 PM TO 12:00 PM (APPROX)**

ii. AIRPORT - THIS IS MOST BUSY PLACE IN EVERY STATE

a. On average, around 37 flights take off and land daily, with these operations reaching their highest. Most of these flights connect Ranchi to major cities like Delhi, Mumbai, Kolkata, Bangalore, Hyderabad, and Pune. The airport has seen a steady increase in flight operations, particularly with new connections to tier-two cities, which has boosted the overall air traffic at this airport.

- ♦ **PASSENGERS TRAFFIC TIMING IN AIRPORT**

MAXIMUM EVERY DAY - 4:00 PM TO 9:00 PM

ON WEEKEND - 2:00 PM TO 10:00PM

10. Future Development:

i.Subscription Service: Offer a monthly subscription for regular customers, allowing them to get a certain number of drinks or meals at a discounted rate.

ii.Seasonal Menus: Introduce a rotating seasonal menu that highlights local ingredients and seasonal flavors to keep the offerings fresh and exciting.

iii.Coffee Classes: Host workshops or classes on coffee brewing techniques, latte art, or coffee tasting to engage customers and create a community around coffee culture.

iv.Collaborative Events: Partner with local artists or musicians for events, showcasing their work in the café while providing entertainment for customers.

v.Sustainability Initiatives: Implement eco-friendly practices, such as using biodegradable packaging, offering discounts for reusable cups, or sourcing ingredients from local farms.

vi.Interactive Wall: Create a community board or wall where customers can leave messages, artwork, or suggestions, fostering a sense of community.

vii. Online Ordering and Delivery: Enhance convenience by offering online ordering and delivery through an app or website.

viii. Café Merchandise: Sell branded merchandise like mugs, shirts, or bags, allowing customers to take a piece of the café home with them.

ix. Themed Days: Host themed days or nights, such as trivia nights, book club gatherings, or open mic nights to draw in different crowds.

4. What do I want them to do?

1. STOP SEEKING FOR CAFE ANYMORE
2. WANTS THEM TO EXAMINE OUR WEBSITE AND REACH OUT TO US
3. JOIN LOYALTY PROGRAMME OR SIGN UP NEWSLETTERS TO STAY UPDATED ON PROMOTIONS AND OFFERS

5. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

1. STOP HUNTING ABOUT AFFORDABLE AND BEST QUALITY FOOD

i. THERE IS A PLACE WHICH SUPPLY WAY HIGH QUALITY AND TASTY FOOD WITH A PARTITION SPACE AND COMFORTABLE FURNISHING.

ii. THERE IS A HOME LIKE SURROUNDING IN AN AFFORDABLE PRICE.

iii. HIGHLY QUALITY CHEF WITH FULLY TRAINED SERVER.

iv. WEEKLY CHANGING MENU AND SPECIAL OFFER ON WEEKENDS.

2. GET TO THE WEBSITE AND CAME TO VISIT A DESIRED AND DREAMED CAFE

i. **On your first ever visit you feel like exclusive discoveries for those in the know.**

ii. **we insure you that your experience in this cafe is always kept in your mind.**

iii. **Come with your special one in our brand new hub.**

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♦ **GO AND CHECK IT OUT OUR WEBSITE
AND LETS HAVE VISIT IN OUR “COFFEE
GARDEN”**

REACH OUT TO US FOR ANY ENQUIRY AND FEEDBACK-
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