



Expansion into a new Geography

PROJECT BACKGROUND

One of our clients was looking towards expanding his catering business by opening a café in North-East India. Currently he was only functioning in North India region and was unaware about the parameters to check before expanding to a new geography.

OUR APPROACH

We conducted a market assessment for our client in terms of market size, key competitors, income demographics, locations available and entry barriers. We also conducted a survey regarding demand of the cuisine our client was proposing to offer in that market. Projections for key financial parameters were done in order to forecast the project funding requirements.

Besides this suitable raw material vendors were identified and shortlisted on the basis of quality, lead time, cost and credit period. A marketing plan was laid down and online advertising was used to target the customers. Optimum pricing for the offerings were suggested after a thorough analysis of competitor pricing in the market. A few modifications in the food menu were also suggested based on the market feedback.

RESULT OVERVIEW

Expanding into the new geography was made easy for the client at a much lower cost and a shorter timeframe compared to the traditional approach followed by competition in the same market.

For more information please contact us:

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