



Eating Out / QSR Industry in India

2016 | 126 pages

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Executive Summary

- On an average XXX customers visit a bakery every month (assuming store size of XXX sq. ft.)
- Average billing is in the range of Rs. XXX with Chennai being the lowest at Rs. XXX
- Southern tier 1 cities perform the lowest in bakery
- Monthly revenues are in the range of XXX lakhs for XXX sq. ft . per outlet
- Offering home delivery can increase your business
- Kolkata gets XX% business from home delivery whereas Delhi is lowest at XX%
- Online presence helps in getting additional business. Average percentage of orders from online websites is around XX% for bakeries
- Most bakeries have more youngsters visiting them. However in Bengaluru corporates play an important role whereas in Hyderabad, family outings contribute to footfalls
- In bakery, discount is the most preferred form of promotional strategy followed by pamphlets/ door hanging

Key questions answered in this report

1. How many customers do you get on weekdays?
2. Increase in average value per consumer as compared to previous year?
3. Ratio of customers from weekends to weekdays?
4. What is the average billing per day/ per month ?
5. What is the revenue per sq. ft.?
6. Profile of customers - Regular/ Non-regular
7. Profile of customers - Corporate, Family, youngsters etc.
8. Time of ordering: Breakfast/ Afternoon/ Evening/ Dinner
9. Home delivery vs. Dine-in
10. Percentage of online ordering and top websites
11. Marketing/ Promotional strategies adopted by players
12. Challenges faced by players and strategies adopted for overcoming the same
13. Menu designing and introducing new products in menu

Research Methodology

- Conducted extensive primary and secondary research on the industry
- Conducted 485 interviews across six tier 1 cities namely Mumbai, Bengaluru, Delhi, Chennai, Hyderabad and Kolkata
- The result of the survey is in two parts – City Wise and Cuisine Wise. Respondents are the managers of successfully run organized as well as unorganized QSR outlets.