

Food's Bar Restaurant@ Navi Mumbai-Koperkhairne Case Studies



Problem Solving

Problem Solving always required No.1 Fixer



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Observations

- Since two years , I have been regularly visiting Navi Mumbai –Koperkhairne areas where surrounding residence area there is well decorated Restaurant called “FOOD’s BAR”
- It’s in the crowded market where there are many Restaurants, Medicine Shops, Retails, Snacks shops, fruits and Veg, Vada Pav Shop, Retails and Sweets and Confectionary shops are there, people accessing this areas day to day basis to fulfil their needs i.e. Day to Day buying
- Food’s Bar Restaurant shop is almost few footfalls where other restaurants are just besides & it’s pulling more crowd
- The Menu for major items they are offering Sandwiches, Pizza, burger, juice, Snacks and all fast food items etc.



Location Study –Koperkhairne Sector 11 & 12 Market

- It's 100 % residential areas, permanent resident is more than renitee
- Well demand for Fast food, Sweets, and Snacks
- Day to Day commuters often buy their household needs including food from the Restaurant
- There are no big Restaurants in these areas rather all are size restaurants and pay almost the same rent
- In this Locality there are a couple of big residential complexes are Co. Op. societies are there among Balaji Garden, Mahavir Co. Op. Society, Shanti Heights, etc.
- Many restaurants are offering same menu like Food's Bar pulling many crowds



People and Behavior

- Age –from kids to old ages people are usually comfortable eating all the items mentioned at Food's Bar Restaurant on a day-to-day basis but they are eating and drinking(only Juice items) from other Restaurants
- Starting Kids to old people they had money on their own or given, had a free choice to eat and drink juices from their favorite restaurant so there is no influencer, but it's an independent choice of buying and eating or drinking
- All the Snack items price start from 10/15 Rs to 100 Rs. Juices 30 to 60, Pizza, Burger, others are starting from 100 approx.
- People would like to consume it for breakfast mostly as they may have less time for office and school, and when they come back they go outside with families to eat and shopping for day-to-day needs, so there is a regular fast food craving habits among all ages



Name Tag = “Food + Bar” Concept in Modern Market Vs. Hinduism

- Due to the Easy License Quota and to save rent many owners took this path to have a combined license where you can sell food and alcohol it's quite a traditional and Modern Concept, people are just coping and pasting this formula for their Business
- Where they had Different name prefixes, for example, ABC Restaurant Ani(&) Bar, it will have an impact on pulling the crowd if it's situated within Residential Areas

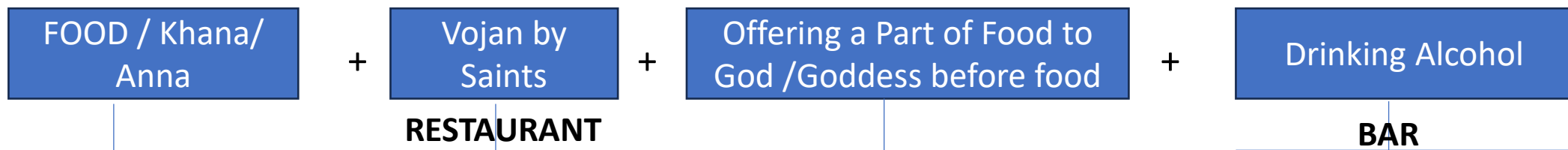


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- If a clever businessman is open to reality and makes a market survey I am sure he can just see in his area the “Restaurant” on his side, Name Prefix ABC Restaurant (without alcohol) is doing more business than them
- Concept of Restaurant + Bar, where is making business where there is a Youth together Point, and people usually come from short or long-distance places for fun and entertainment, it’s still an Indian tradition that when you see your father, or son or any relative went inside the Restaurant for even Food, but if it’s Restaurant & Bar, you still suspects he may go inside for drinking, so that’s why local commuter avoid those Restaurant & Bar, except they feel comfortable to short to a long journey for gettogether and mostly they will avoid their families there, no matter even in modern culture many people don’t bother or care but I am sure majority will support my opinions
- Even if you are a heavy drinker but still want your son/daughter never touch it

Name Tag = “Food + Bar” Concept in Modern Market Vs. Hinduism

- Let’s explore the Hinduism on the same subject mentioned above
- Khana mean “Anna” which is the blessings of Bhagwan(God) and it’s part of Hindu Snanskruti (Culture) which enlighten deep inside the heart of it’s People around the India that when any Food linked with Bar i.e. Alcohol, they can’t accept it by their Heart since their Vakti or Shraddha (piety towards Gods) stop them to go such places , no matter they are willing to go there but it’s from the within Subconscious mind(we called it Nafs) which unknowingly creating a Warning Sign i.e. Visualization or Vision like Movie i.e. a Metaphor



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Name Tag = "Food + Bar" Concept in Modern Market Vs. Hinduism: Visualization a Warning Sign

RESTAURANT



+

BAR



Do not Enter!



Conclusion and Strategic Advisory

Problem : Food + Bar Name Combination

No.1 Source: “Food + Bar” is creating a Metaphor as a Warning Sign as “Anna ka Apman” i.e. Disgust Food or an Insult to Food which is anti Religious, so that’s why they are avoiding such Restaurant, and those Restaurant in Public Residence may witness low foot count



Conclusion and Strategic Advisory

No.1 Fixer : Separate the Food from the Bar i.e. Alcohol , no matter you give any name as you preferred it will work unless you have the Fundamental for your Restaurant i.e. TASTE, then it will pull up the crowd and no other things are matter for you



Conclusion and Strategic Advisory

No.1 Breaking Point : Religion and Vakti towards Gods and Goddess this the Fundamental for Hindu Religion, and still India and it's People has matter utmost i.e. Vakti and Sanskruti , no matter we are trying to live as Modern or Show off as Modern which is nothing wrong but what I mean to say still from the deep of our heart, we care the Sanskruti and it's within the subconscious mind, so it's always influence our selling and buying habits i.e. Indian Economy



Thank You !

-The End-