

Zinnov Market Assessment Modeler estimates total number of restaurant visits in a city

Illustrative

	A	B	C	D	E	F	G	H	I	J
1	Market Attributes Modeler Rev 1.0									
2										
3	1. The Objective of this modeler is to perform an analysis on the estimated revenue for location choices and for various rampup rates									
4	Location Analyzed				Sydney					
5	1.0 City Facts									
6	2.1 Starting Population				4,254,900					
7	2.2 Percentage Population Growth Rate				0.7%					
9	2.0 Social and Economic Parameters									
10	2.1 Poverty Impact			Percentage		People		Potential Eating out Population		
11	2.1.1 Poverty Rate			14.00%		595686		3,659,214		
12	2.2 Employment			Percentage		People		Potential Eating out Population		
13	2.2.1 Employment			93.00%		3957057		3403069		
14	2.2.2 Non Working			7.00%		297843		256145		
15	2.3 Demographics Distribution			Percentage		People		Potential Eating out Population		
16	Employed									
17	2.3.1 Zero - Fourteen years			0.00%		0		0		
18	2.3.2 Fifteen - Sixty Four Years			85.00%		3,363,498		2,892,609		
19	2.3.3 Sixty Five Years and Above			15.00%		593,559		510,460		
20	Non Working									
21	2.3.4 Zero - Fourteen years			20.00%		59,569		51,229		
22	2.3.5 Fifteen - Sixty Four Years			67.00%		199,555		171,617		
23	2.3.6 Sixty Five Years and Above			13.00%		38,720		33,299		
26	3.0 Eating Habits Parameters									
27	3.1 Eating Frequency Distribution (café visit per week)			Employed		Non Working				
28	0 - 14 years					3				
29	15-64 years			4		1				
30	65 years and above			2		1				
31	4.0 Number of Restaurant Visits									
32	Distribution Per Week			Employed		Non Working				
33	0 - 14 years					153,687				
34	15-64 years			11,570,435		171,617				
35	65 years and above			1,020,921		33,299				
36	Number of Restaurant Visits Per Day					12,949,958				
36	Number of Restaurant Visits Per Day					1,849,994				
37	5.0 Number of Tourists									
38	Number of Tourists Visits Per Day					500,000				
39	6.0 Total Number of Restaurant Visits Per Day									
40	Number of Restaurants Visits Per Day					2,349,994				
41	7.0 Restaurant Parameters									
41	Modeler / Forecast / SimCalculation /									

Modeler calculates the total visits using following parameters:

- City Population
- Poverty rate
- Employment
- Demographics
- Eating Habits (freq of visiting Café per week)

Total no of restaurant visits per day

2,349,994

Once inputs for restaurant parameters are plugged in, Modeler can calculate expected revenues under different scenarios for a restaurant



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Restaurant Parameters

7.0 Restaurant Parameters	
7.1 Average Seating Capacity	50
7.3 Average Price Per Meal (USD)	8
7.4 Average Hours of Operation	10
7.5 Average Serving Time per customer (minutes)	45
7.6 Average Meals Served per Day	667

8.0 Scenario Modeling				
8.1 Capacity Utilization	Hours	Aggressive	Moderate	Pessimistic
Morning Hours (11 AM - 1 PM)	2	60%	40%	30%
Midday hours (1 PM - 3 PM)	2	80%	50%	40%
Evening Hours (3 PM - 7 PM)	3	60%	40%	30%
Night Hours (7 PM - 9 PM)	2	80%	60%	50%
8.2 Expected Revenue Per Restaurant Per Year		1,207,537	818,009	642,721

Based on percentage utilization of meals serving capacity, different scenarios are considered

Modeler can also forecast the expected revenue for the company and 'percentage coverage of city area' for each year

Input

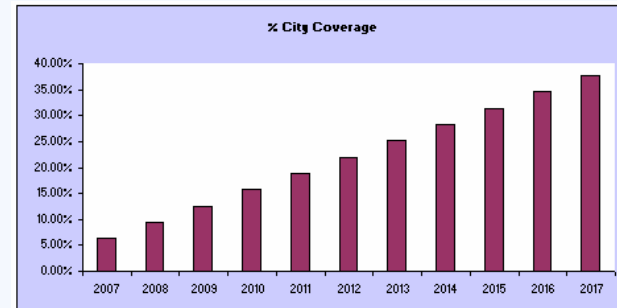
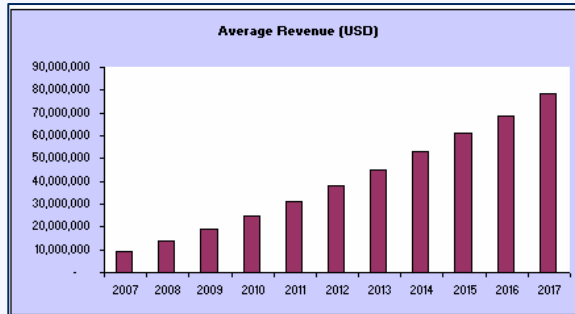
Please input these parameters

1. Starting No of Cafés	10
2. Increment per year	5
3. End No of Cafés	60
4. Catchment Radius of a Café (km)	4

For central limit theorem requirement sample size of 30 revenue data points is considered

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Output



Year	Total No of Café	Average Revenue (USD)	Std. Deviation in Average Revenue	Lower Limit of Revenue (USD)	Upper Limit of Revenue (USD)	Revenue per Store (USD)	Total meals Served per Day	Remaining No of meals served in the city	Area covered (sq km)	% City Coverage
2007	10	9,069,510	269,355	8,973,124	9,165,896	906,951	3106	2349994	502.40	6.28%
2008	15	14,066,739	466,520	13,899,800	14,233,678	937,783	4632	2362944	753.60	9.42%
2009	20	19,298,264	629,893	19,072,864	19,523,664	964,913	6110	2375985	1004.80	12.56%
2010	25	24,992,260	992,786	24,637,002	25,347,517	999,690	7609	2389117	1256.00	15.70%
2011	30	31,034,189	1,109,054	30,637,327	31,431,052	1,034,473	9085	2402340	1507.20	18.84%
2012	35	37,803,048	1,534,320	37,254,009	38,352,087	1,080,087	10641	2415657	1758.40	21.98%
2013	40	44,731,069	1,662,953	44,136,000	45,326,138	1,118,277	12107	2429066	2009.60	25.12%
2014	45	53,065,261	1,787,986	52,425,450	53,705,072	1,179,228	13810	2442570	2260.80	28.26%
2015	50	60,905,325	2,201,814	60,117,431	61,693,220	1,218,107	15241	2456168	2512.00	31.40%
2016	55	68,475,466	2,546,256	67,564,317	69,386,615	1,245,008	16476	2469861	2763.20	34.54%
2017	60	78,467,109	3,001,168	77,393,174	79,541,043	1,307,785	18154	2483650	3014.40	37.68%