



Summer Internship Project

Final Report

Research Based Project



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Date of submission: 5th July 2020

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ACKNOWLEDGEMENT

I have given my all dedication to this project and have been able manage all of thing as professional. However, it would not have been possible without the kind support and help of many individuals from industry and organizations. I would like to extend my hearties Gratitude to all of them.

I express my sincere gratitude to Mr. Sarvesh Pachgade who has supported throughout with patience and immense knowledge. I would not be able to finish this project without his guidance and encouragement. I have gained lateral and in-depth knowledge of the assigned topics due to this Summer Internship.

Also, I want to thank my faculty mentor (Dr. Punit Saurabh) for their guidance and unflinching support throughout the phases of my Internship. I would also like to extend my thanks to the Institute for giving me such a wonderful opportunity to work with such a great organization.

Declaration

I Harsh Verma hereby declare that the following **Research based project** is an authenticate work done by me. It is true to the best of my knowledge and belief. This is to declare that all my work indulged my work indulged in the completion of this Project Report is a profound and honest work of mine.

Executive Summary

Chai Sutta Bar set foot in the hospitality (restaurant) industry by opening its first outlet in Indore in 2016 and was registered in 2018 as a private limited company in Indore, Madhya Pradesh. The company also known for its CSR activities, works on franchise business model, it earns charging fees from the perspective owners for opening a franchise. The target audience for the company is youth and to change their perspective related to bars and attract them more towards Indian culture by serving them kulhad chai which helped in providing employment opportunity to village farmers and calling their outlets as chai bars with the starting price of Rs.10. Presently, there are 66 outlets under the name of Chai Sutta Bar among which 25 are owned by the company itself. There are two research based projects assigned to me in the finance domain, first one is related to the research to be conducted on opening an outlet outside India in Canada and to gain all the information regarding economic, social, political and legal conditions and to conclude whether it is feasible to start the business in Canada. Second, on-going project is on the competitor analysis for the company compering with four to five cafes. There are parameters fixed for competitor analysis were what type of food they are serving, price charged from customer, kind of technology being used by the company, strategies implemented in order to attract the crowd. Third project given to me was procedure for application of Trademark in Calgary, Canada. Where we need to provide all the details from application to filling to registration of Trademark. Fourth project assigned to me was FDD agreement which is Franchise disclosure document.

PART A: Profile of the Organisation

About the company

The company in which I am doing internship is Chai Sutta Bar Pvt Ltd. Which is the cafe outlet across 25 plus cities of India. The company has opened around 66 plus cafes in those cities. The company was started its operations in 2016 which is started by three partners Anubhav Dubey, Anand Nayak and Rahul Patidar. They had an idea to serve the Indian tradition on the bar table by serving authentic Tea and coffee. The café started its first operation from Indore, which is known for having good taste of fast food all across the India. Apart from it we can say that the landmark for the café operation can be known as Indore. The company has attracted large number of customers by keeping their rates of the menu very low. The speciality of the cafe is that it serve tea to its customer in a kulhad glass, which is made up of the Mud and they are purchased at a lower rate and specialty of serving tea in kulhad is that it enhance the taste of the tea. The business scope of the café is to serve the customer good quality of food with better taste at a cheaper price. Apart from it the café also believes in giving employment to the people who makes kulhad. So they buys the kulhad glass in bulk order from different suppliers.

The company is also focused in providing franchise in the open market. The procedure for the application of franchise follows:

For getting a Chai Sutta Bar franchise the following are required-

- For opening a franchise of this brand an area of 80-2000sq ft. is required at any high street or any commercial place.
- The total franchise fee is INR 6 Lakhs.
- Total cost of opening a restaurant may vary but the average cost which is incurred is INR 15 Lakhs.
- As per the current running franchise the payback time is 1 year 3 months.
- Average ROI is 108%
- Average term for the agreement is of 5 years.

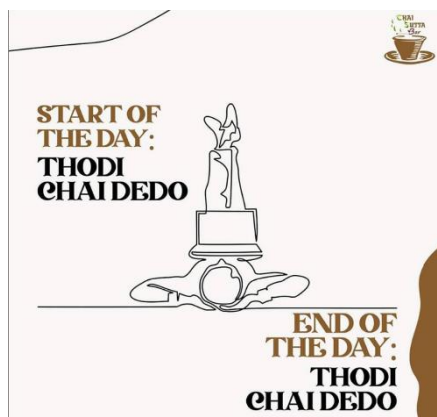
Product Details - The company serves large variety of food and also different variety of teas in the cafe. The café has around 6 variety of teas which has enhanced taste. Apart from it the company serves foods which includes pizza, burger, pasta, Maggie, Maskabun and combo foods. All these foods also have the different varieties. The café also serves food combo in which three different variety of food are present. As now we are talking about pricing of the food and beverages, the prices charged by the café for the tea and food are very nominal like it charges around rs10 for the tea and rs14 for the coffee. The charges for the fast food vary from rs35 to rs90. Also, the café charges extra rupee for the kulhad around rs10 or rs15. As the café acquires kulhad at a large quantity so it costs them around rs5 to rs7 per glasses. It is the cost benefit for the company as it can earn around rs5 to rs8 as the profit from the kulhad glass itself. The company also sells the franchise to the people who want it from them also the person who purchased the franchise from Chai Sutta Bar Pvt Ltd they provide training to their staff so that there should be the uniform taste across all the café outlets in India. The company is an start-up business and it does not have any kind of brand owned under its name.

Value proposition - The company offers the best types of kulhad tea in 14 different flavors and snacks to combine with high quality and reasonable prices. In addition to the food that offers the best relaxed atmosphere for young people, friends see restaurants as a place to relax. The general experience of its clients is reinforced by a variety of express services, from food, delicious flavor and hygiene in the restaurant. They also started online deliveries with food delivery apps that are just cherries for their customers.

Marketing strategy - The main goal of Sota Bar tea was the youth of the country and tried to contribute to society by encouraging its customers towards nature and tried to develop the authentic flavor of India among young people through Kulhad tea instead of promoting coffee. Out of 66 points of sale, the company has 20 points of sale and is best marketed through the following:

- **ORDER OF THE MOUTH WORD:** Their main marketing strategy is word of mouth, and they make sure that any customer who enters their workplace leaves satisfied and has an incredible experience with the food and the environment, so that every customer in the restaurant makes a bite from the restaurant.

- **Social Media:** As mentioned above, the company's target customers are young people and what is the best way to market the restaurant on social media to attract the attention of young people. There are different Facebook and Instagram pages for different cities and benefits that employees update regularly as a reminder for customers.



Social Media Marketing

- **Search Engine Optimization AR:** The company has also embraced digital marketing through search engine optimization, every time someone randomly searches Google if the keywords match the keywords provided by the company, the result Chai Sutta Bar appears at the top.

Financial Information

As the company is an unlisted private company much of its financial information is unavailable. The company earns through two ways –

1. Royalty through self-owned outlets.
2. As it is a franchise model, the total fee for holding a franchise is Rs. 600000.

Some of the information of the company is as follows-

Paid-up capital	INR 5 lacs
Operating revenue for financial year 2019	Under INR 1cr.
Net worth increased	12.10%

Industry Information

Chai Sutta Bar Pvt Ltd is an Indian Non-Government company which belongs to Food & Beverages industry. As we know that the food and beverage industry is growing than any other sector in the developing countries like India, China and Brazil this increase in growth is because of the increase in the people standard of living and more amount of the people has shifted into middle income group. Because of the increase in people income level the food industry is now driven to more nutrient and packaged food. As increase in the demand of package food led to the concern about the environment as the demand for recycle packaging material started to arise. Food and beverages are the biggest of the consumption categories.

Of the nearly \$400 billion overall Indian food and beverages industry, the food processing sector accounts for about \$130 billion. It makes 10 percent of the agriculture GDP and 12 percent of the manufacturing GDP. The number of fine dining, casual dining, and quick service restaurants is growing in cities. Younger professionals are their biggest customers. Home delivery and takeaways are also gaining popularity.

Structure

The food and beverage industry derived from the agricultural industry is divided into two main parts. These two sectors are the production and distribution of edible goods. Production includes processing of meat and cheese, the creation of soft drinks, alcoholic beverages, packaged foods and other modified foods. The production sector in this industry excludes foodstuffs that were produced directly through agriculture and other forms of agriculture, as covered in our definition of the agricultural industry. Distribution includes transporting the final food product to the hands of consumer.

The industry is focusing more on technology and mechanical processing of raw foods to create food products with higher added value than the agricultural industry. Distribution includes companies that ship food to retail outlets or restaurants or directly to consumer.

Competition

By market size, the top ten countries for the overall food and beverage industry are the United States. United States of America (about \$ 1.7 billion, according to estimates from various sources), China (\$ 700 billion), Japan (\$ 600 billion), India (\$ 400 billion), Russia (\$ 350 billion), Brazil (\$ 250) billion Dollars), Germany (225 billion dollars), France (200 billion dollars), the United Kingdom (180 billion dollars), and Indonesia (175 billion dollars).

Today, the food and beverage industry in India can be a vibrant and prosperous scene, but it is also famous for being very volatile and competitive. Unless you have something to offer that catches the customer's attention, you will likely have difficulty distinguishing from others. Restaurant owners face a changing landscape that will result in a new competitive system, with the potential of some major traditional players losing to younger, smarter newcomers. Your job site plays a major role in the competition.

The total revenue of the global food and beverage industry increases with each passing year. Although the quality of products or services plays an important role in the survival of the food and beverage companies, this is no longer the only element of success in the food and beverage industry. With the ever-changing market trends and the increasing need to meet the changing consumer demands, companies in the industry must be vigilant in understanding new trends in the food and beverage industry. It is also important for companies in this sector to identify ways to take full advantage of market opportunities.

With so many brands in the food and beverage industry and a wide range of options available to consumers, retailers often rush to talk about products that fail to deliver fast sales or even attract new customers. When launching a new product in the food and beverage industry, it's always best to start small to manage the intricacies of retail distribution.

Company Culture

Chai Sutta Bar's success is mainly due to the culture it adopted:

- The word "Sutta" in the Chai Sutta bar promotes "no smoking" for its customers.
- They have created a space for young people to enjoy promoting tea instead of cigarettes or bars.
- Save space since Chai is only available at the price of Rs. 10 to meet the needs of the young middle class with 14 flavours and other snacks.

- As already mentioned, it is the first company in the world to use most of the Khulad in one day.
- The company promotes the artistic and cultural traditions of India as all the outlets have murals designed by local artists showing the culture of India.
- Ports employ waiters, etc. Those who are below the poverty line, orphans or disabled. They receive three months of training before being hired to contribute to the community. The company also offers free room and board for its employees.
- Free tea is served on the first day or opening day of any concession to attract local customers to this area.

7S Framework Analysis

The 7 S model as used by Chai Sutta Bar:

- **Strategy:** It includes the organization's plan to build and maintain a competitive advantage over its competitors. Chai Sutta Bar serves tea in "kulhads", enhancing the feelings of "chai breaks". They use crockery to help improve the country's ceramic industry. The crockery also ensures that the tea stays hot for a longer period. They serve different flavours of tea to avoid monotony.
- **Structure:** includes the various departments that work together to achieve the goals of the organization. Chai Sutta Bar contains 3 managers, CEO, business development heads, and heads of different departments for different departments.
- **Systems:** daily activities and procedures that employees use to perform their jobs. They follow a central hierarchical system. Operational level staff receive training at the beginning of their term.
- **Shared Values:** These are the core values of an organization that are outlined in its corporate culture and general business ethics. The central value is serving tea while discouraging young people from smoking. They want to reach countless places by opening at least 200 points of sale to meet the demand for healthy tea. They serve tea in crockery because they want to contribute to the advancement of the country by promoting pottery that has its roots in the country.
- **Style:** The style includes leadership styles adopted by the organization. Transformational and democratic leadership styles are used in this cafe. Senior management encourages employees to find better ways to do things. Staff opinions and suggestions are taken into consideration when making decisions.

- **Staff:** Chai Sutta Bar employs people from all over the country. They are trying to recruit the poor, especially those who live below the poverty line and people with disabilities. This would help them contribute to the advancement of society.
- **Skills:** Because there are different departments, the skills required vary. For operational levels, no specific skill sets are required. Staff receive job training. Interpersonal skills are developed so that employees work together efficiently. They've tested people to help them make strategy decisions. To maintain financial data, they have certified accountants. MBA graduates are employed for marketing and other services.

Competitors Analysis using Porter`s framework

Competitors analysis in cafe industry using porters five model.

As we know that Michael Porter has identified several forces in the environments that are threats to the company in an industry. It is important to understand to these forces in order to encounter the possible threats which the company can face in the coming future and company can create a plan to compete with it and generate profit. The porter`s five forces are as follows:

1. **Level of Rivalry:** In the cafe business the level of rivalry is high. As there are large number of cafes are there in every city due to which the competition among them increase which lead to the decrease in profit. The cafe industry is highly concentrated, low level of product differentiation, Procurement of raw material cost is relatively low. So we can see in Chai Sutta Bar is that it gives competition to its competitors on the basis of larger food variety, Good quality food, charging minimal amount from customers, lower cost of production. Which helps them in getting edge over the competitors.
2. **Entry Potential:** The threat for the new entrants is high. As it gives easy access to any one for starting a cafe. The cost for opening a cafe starts with 7 to 10 lakh rupees which a person can easily afford or can take loan from bank. The easier it is to enter, which means the competitors have to keep their prices low in order to gain more customers which led to decrease in profits. As the Chai Sutta Bar cafe has large number of competitors in the market, in order to survive the cafe has kept its prices low to gain customers and apart from it the company is also offering franchises in the market.

3. **Power of suppliers:** The power of suppliers is low in case of the cafe industry as in the market now a days there are large number of suppliers for the same product. They are ready to sell at a lower price to their buyer if they are ordering in the larger quantity. As Chai Sutta Bar buys its products for making the food and tea from different suppliers so that they do not face any burden from them regarding the lowering of the prices. At the initial stage cafe used to connect with different suppliers for different type of food category items. They compared the prices and kept those suppliers who gives them the best possible price from the market.
4. **Power of customer:** In the cafe industry the power of customer is relatively high as we know there are large number of competitors are there in the market with same product offering in the market. If the prices charged by the same category of product is higher in one cafe is higher than the other one than the customer will shift to the cafe which is charging less for the same product with no differentiation. Which creates the higher bargaining power for the customers. In the case of Chai Sutta Bar the company charges minimum amount for the food it is offering to the customers and gaining profit from it as they are paying lower amount to the supplier where cafe's bargaining power is higher.
5. **Substitute Products:** In the food sector there are large number of substitute available for the customer if the price of one thing will go higher than they will substitute to the other products or to the other variety of the same products. As we can see the chai sutta bar offers both coffee and tea. In both this category there are four to five varieties are available. Whenever the customer things to place and order for the tea there are different prices available. By looking at the different price the customer will be offering the one with lower cost. Which tells us that the power of substitute goods is high this sector. Which led to the lower in the profit margin.

PART B: Research based project on expansion of cafe in Canada.

Introduction

The first project was based on the expansion of company's cafe in Canada. The research had to do research on finding whether it is feasible to provide the franchise in Canada. Basically the research was based on external factors such as legal, economic, political, public, industry.

The gaps in information which had to be filled for deriving the conclusion of the project are as follows-

- Economic conditions of Canada
- Legal rules and regulations
- Business Etiquettes and Protocols
- Key trends in Canada related to Fast Food Industry
- Treaties and agreements signed between Canada and India.
- Business Opportunities in the industry
- Analysis of challenges for the business
- Business Compliances in Canada
- Impact of Covid-19 and post Covid-19 measures
- Competitors analysis
- Profit Analysis
- Consumption habit of the people

Along with it, the presentation also included rules and regulations in India for the companies doing business abroad for which the presentation included the following points-

- FEMA Rules (Foreign Exchange Management Act)
- How the income is earned abroad taxed in India?

Methodology

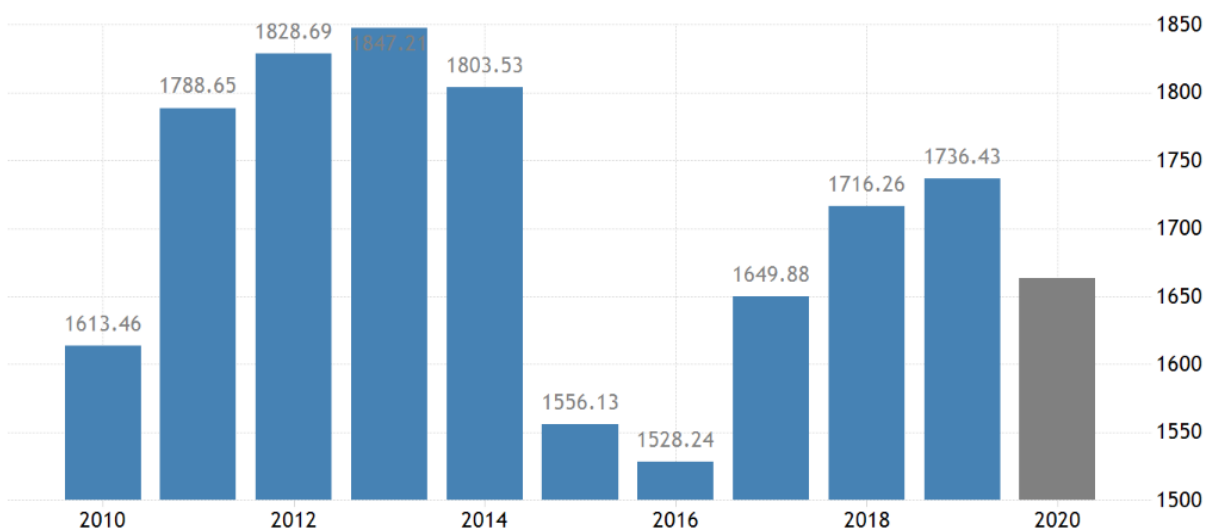
The approach used for the research was mostly qualitative but in some parts of the research like profit analysis, competitor analysis, economic conditions of Canada a quantitative

approach has also been used for the project. Though there were not any statistical or mathematical tools used for the research, only the numerical analysis of data and inferences are drawn from the data collected through secondary sources. There were no primary sources used for the data collection direct from the public. Only the secondary sources including news websites, data related sites and government sites of Canada and India are used for data collection for the project.

Presentation of Data.

For analysing the economic conditions like GDP and the relation of the currency of Canada (Canadian dollar) with INR are also one of the major parts of information required to derive a conclusion to set up the Cafe business in Canada. The graph shown below of forecasted GDP is of before the pandemic was unveiled; the after effects of pandemic are also being mentioned in the report.

The data collected and is represented in tabular forms and graphs-



SOURCE: TRADINGECONOMICS.COM | WORLD BANK



The data's related to the cost structure for opening up of the cafe in Canada are as follows:

It depends on the complexity and size of the restaurant you want to build. If you want to build a simple Unique Local 10-Seater Coffee Shop, you probably could build it for around \$40,000-\$60,000.

Equipment –The equipment which are required by the cafe for its initial starting and day to day operating items for the cafe in order to serve customer are as follows:

Kitchen Equipment	\$50000
Coffee Bar	\$10000
Cooking Equipment	\$7000
Lease hold improvement	\$100000
Set up reservation	\$2000
Furniture	\$8000
Dinning	\$3500
Lawyer fees	\$3000

Accountant	\$2000
Loan fee	\$3500
Website designing expense	\$1500
Advertisement	\$2000
LOGO	\$1200
Training of employees	\$10000
Insurance	\$3500
Raw Material	\$40000

There are also other qualitative research related to the report are as follows:

- **DTAA (Double Tax Avoidance Agreement):** DTAA is the tax agreement treaty signed between two or more nations to avoid tax implications. When an company is registered in one country and it starts its business in another country, which means that the tax imposed on the company is earned in twice one by the host country and another by the parent country. Due to this reason the countries sign the DTAA agreement in order to avoid tax complications. India has signed DTAA agreement with 89 nations. The Canada is one of them so the company operation in both the nation should not pay double tax. The benefits of DTAA are availed through two methods tax credit and exemption. tax credit can be claimed in the country of residence while exemption is claimed in any of the two countries.
- **FEMA (Foreign Exchange Management Act) Rules** – this act clearly states that whether a person of Indian origin is a resident of India or not. And if a person is a resident or not whether the person is liable for tax or not. The rules states that if a person has lived in India 182 days in the previous financial year then the person is a resident and liable to pay tax OR if a person has lived in India for at least 60 days and 365 days in the proceeding four previous years, the person is a resident. With the exception of If an Indian citizen works abroad or is a member of a crew of an Indian merchant ship; similarly, if a person of Indian Origin (PIO) who is abroad comes to visit India, only first condition is available to be considered a resident of India.
- **How the income earned abroad taxed?** - Any individual resident of India, if earns 2.5 lac or more than that is entitled to file an ITR in India, though he can claim benefits under DTTA agreement.

Market of Canada

1. As total number of cafes in Canada is around 8388 according to the 2019 survey.
2. It is also known as market of Canada is highly competitive. The revenue generated by tea segment amounts to US\$1344.9m in 2020.
3. In relation to the total population per person revenues generated is US\$35.63 in 2020. The average per person consumption is 0.5 kg.

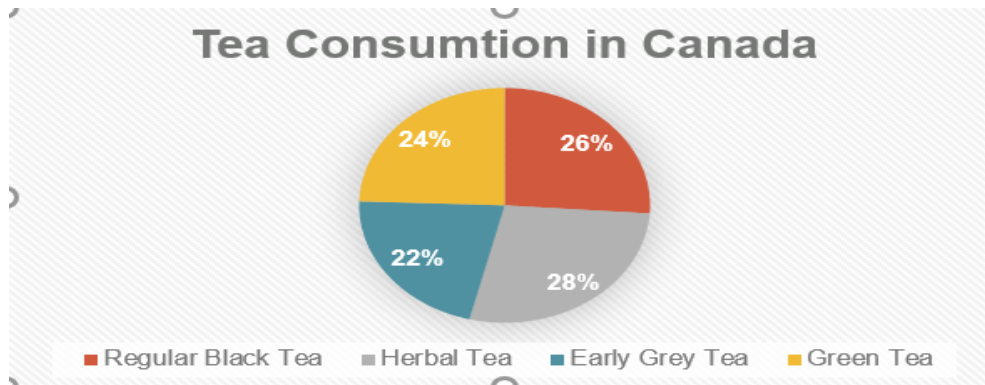
4. Also, there is good amount of consumption of tea in Canada as people use to regular black tea 47%, Herbal tea 50%, Earl grey tea 39% and green tea 44% are the most consumed tea in Canada.
5. The average price of tea in Canada is about US\$17.
6. Yes, the cafe can operate under the same name in Canada until and unless it is not registered by some other person.

Laws of operating in Canada

- If the person is a non-resident of Canada then the person has option to do business as sole proprietor or corporation.
- If the starting business a sole proprietor than there is no rule for non-resident but if starting business as corporation than one should have a partnership which the Canadian resident
- After this the business should get a business number from the municipality of the city where the cafe should be established. The business particular address should be mentioned.
- We are non-resident of Canada so we have to apply for virtual address to get business number so we can get it from companies in Canada which provide business address and they charge money for it.
- After that the company has to apply for HST (Hazzard sales tax).
- After that in CRE the business has to apply for license, as chai sutta bar is a Café then we need to get the license from food authority.

Annexures

1. The daily consumption habit of the people in Canada.



As it is shown in the figure about the consumption habit of the people in Canada for tea. The 26 percent of the people consumes regular black tea where as 24 percent of the people consumes Green tea. Another 22 percent of the people consumes Early grey tea and the 28 percent of the people consumes Herbal tea. It could be a challenge for the Chai Sutta Bar for preparing this type of tea because in india people consumes the authentic flavour tea. There fore company has to train staffs properly and maintain the higher quality taste of the tea in order to gather the crowd.

Research project based on Competitors analysis.

Introduction

Competitors analysis is the process of evaluating the company's competitor's product which they are offering to the customers, pricing strategy and marketing strategies. The competitive analysis is done in order to plenty of quantitative and qualitative data for the company's which can be implemented in future.

Competitive analysis can help with some of the idea as follows:

- Develop (or validate) your Unique Value Proposition
- Prioritize your product development by focusing on the aspects of competitors' products customers value the most
- Improve your product by capitalizing on competitors' weaknesses customers complain about
- Get benchmarks to measure your growth against
- Uncover market segments that aren't fully served by competitors
- Create a new product category by identifying gaps between what your competitors offer and what the customers need

During this project I have been allotted to do the research on different competitors of Chai Sutta Bar and to provide different strategies which can be implemented in future.

The competitors of Chai Sutta Bar are Tealogy, Chai Wai, Chai Shai Bar, Chaayos and Tapri.

- **Tealogy:** Tealogy was started in 2018 from Indore. It is an Indian cafe chain which focuses on Traditional tea beverages. This cafe has around 18 cafes all over India. This cafe also serves tea in khulad glass in order to increases the taste of the tea. They also helped in giving employment opportunity to the village farmers. As the company place the order of kulhad glass to these farmers. In order to increase sale of the cafe they have also done partnership with the food delivery partners like Zomato and Swiggy. The

strength of the cafe's Ambience is so warm and nice. They offer Music, interior and whole atmosphere is so energetic yet soothing and they serve tea of different flavors only at cost of Rs 10. The target customers are Student, middle class and lower middle class.

- **Chai Wai:** Chai wai is a way to Say "HI" with CHAI to Chai Buddies. Spoiling customers for choices of Quality Chai range with indo-western snacking options at an attractive "value pricing", Chai Wai has picked up quickly with 8 outlets in 2 years. It was started by Devendra Khuman in September 2013 with Kandarp Upadhyay. There are eight outlets-six in Ahmedabad, and one each in Gandhi Nagar and Anand Nagar. The founder is planning to open 100 outlets in the next three years. They serve over 25 different flavours of classic tea blends. They have a unique menu for food items and their USP is that all the food they serve is made of wheat and is made in-house and baked. Their target segment is middle class people, Upper middle class and students. The strength of the cafe is that it has repetitive customers, profitable business, Large range of fusion food, simple business model and strong brand support. Apart from all this the cafe has also featured in TOI, Economic times and DNA. It has also won the award from MICA incubation for E-chai Rising start-up award.
- **Chai Shai Bar -** The company has its cafe all across India. The cafe also serves the tea in kulhad. The cafe charges nominal price for tea it is around 39 for 2 people. This cafe also has vast variety of food in its menu. They also serve combo offer to its customers. Speciality of the cafe is that it has attractive wall like painted with some super hero stuff or posted some quotation on the wall. The cafe also delivers the food online mood and also it provides special packaging facility to its customers. The target segment is middle class and students. The strength of the cafe is The cafe also has vast variety of food in its menu. They also serve combo offer to its customers. Their combos are economical that they serve. The speciality of the cafe is that it has attractive wall like painted with some super hero stuff or posted some quotation on the wall. The cafe also delivers the food online mood and also it provides special packaging facility to its customers. The target segment is middle class, upper middle class and students.



Promotional activity of Chai Shai

- **Tapri** - The Tapri was started in 2010 in Jaipur and it has around 3 stores in Jaipur. The cafe serves around 30 variety of teas which are imported from different nations. Also, the cafe has the mentioned a different variety of dishes in the menu which are not heavy to eat (Basically snacks). The menu designed by the cafe is also attractive which creates good impression in the eyes of the customer. Also, the location at which the cafe is opened are at the place where the customer can easily reach. One cafe is located in front of the main park of Jaipur which help the cafe to attract lot of customers. Apart from it the cafe is planning to have tie up with Marriot hotels to open its cafes in Marriot wherever it has presence in India. The target segment is middle class group, Upper middle class, higher class and student. The cafe is also known for best food in the whole Jaipur city.

- **Chaayos:** It is founded in November 2012 by Nitin Saluja and Raghav Verma. The cafe has received the funding of 2.1 crore rupees from Powai lake ventures. The cafe usually has a footfall of around 600 people in a day in the DLF cyber city in Delhi where the cafe is situated. The cafe also serves 25 varieties of tea in all its ventures across India. This cafe recently received a funding of \$18.5 million from Tiger global management, SAIF partners and integrated capitals. The cafe has around 65 stores in India. As per our analysis they more focus on social media for marketing and through the social media app like Facebook, Instagram and Snapchat. They get benefits from social media marketing are Regular Interact with their social media youth. Update their seasonal offers on winter season or any important day like Republic Day they offer special discounts and combo meal offers. The technology also has their greatest strength like they use the face recognition camera at bill counter so the employee knows about the customer whether the customer is new or the repetitive ones. As the computer feeds all the information of the customer so when they come next time computer after recognizing their face provide all the details.



Glimpse of marketing strategy

Strategies to be implemented CSB

- Can provide discount coupons to the customers. like discount of 30% off on combos so the customer found the offer attractive and sale of the cafe can go up.
- Another strategy company can go for is conducting frequent games on weekend or can go for live music session. It can cost around 25000 for a day but conducting the games frequent can increase customers foot fall and they would be attracted to the cafe. Which can help increase cafes sale.
- In order to increase sale cafes can provide sponsorship for the college event. Like not providing cash but they can provide coupons. It can go like for billing amount of rs300 discount can be given of rs100. This can increase cafes sale as the students will frequently visit the cafe.
- Like right now chai sutta bar is serving five to six variety of tea to its customers. They can increase the variety of tea according to customers taste and also remove those flavours which are not asked. As I got one recommendation from my friend who is in Jaipur. So, he was telling about chocolate tea which chai sutta bar franchise used to sell over there so people often do not buy it.
- Apart from it we can keep a weekly check up on franchise which are set up across country. In order to know whether quality of food is maintained or not. Also we can make google forms and send it to the customers in order to know what they feel about the cafe.

Objective of the study

- To know the strategies which are used by competitors.
- Analysis all the concept used by the company if possible can be applied to company's business.
- To know the kind of technological advancement used by competitors.

Expected Benefit

The company being an start-up in the highly competitive cafe business model. The research done on the competitive analysis helped the company in knowing what competitors are doing in market in order to attract customers. The research helped the cafe in knowing that they have to do technological advancement. Apart from it the cafe also have to compete in the market

based on the pricing. The cafe management team also realised that they have to also target higher segment customer in the market by opening the executive lounge and increasing the variety of items in the menu.

Methodology

The data collected for doing the research is based on competitive analysis from secondary sources. Also, I have visited different company websites where come to know about the companies are also selling their own brand merchandise to the customer who wants to make their own tea at home and who want to try different flavours of tea. Apart from it the company is majorly focusing in increasing the customer footfall in their cafe by increasing the variety of tea in their menu and the combo of the fast food items. For that we have done the analysis of the competitor menu and found those combos which in demand by the customers. The company can keep the same combos in their menu which are liked by the customers.

Research based on procedure for application of trademark in Canada.

Introduction

Trademark is a brand name. A trademark includes word, name, symbol, device or combination. Which is used to identify and distinguish the goods and services of one seller from another and it is also used to indicate the source of those goods and services.

There are five steps involved in the procedure for trademark.

Application

- Before Filling an application for trademark, Corporationcentre.ca suggest to conduct the research for any possible conflict which might happens.
- If there is no such conflicts occur than person can apply for the trademark by filing an application with trade-marks office.
- The Filing of application has got charges which are non-refundable and it is costs between \$250 to \$330 for each trade mark. It is Canadian government application fee charges.

Initial Examination

- After filing of application, the second step is of initial examination of trademark.
- In first four months, the trade-mark examiner carries out a search of trade-mark record for potentially conflicting marks.
- If there is no conflict found then the examiner will initial determination of trade-mark whether the trade-mark is clearly descriptive or deceptively mis descriptive.
- After that examiners also see whether the services offered compiles with the regulation and is in commercial terms.
- If examiners found any kind of problem he or she will inform to the applicant and there are chances that applicant has to pay the application fee again.

Approval

- After the initial examination is done now it's the time for the approval process.
- In these stage for the trademark application the trademark office will submit it for advertisement.
- It is published in Trade-mark Journals.
- If then any interested party found that the trademark similar. Then party can make representations to the trade mark office, like filing an opposition against registration of the trade mark which is already an existing mark.
- If the opposition proceeding happens then I can bring the application process to end or delay the registration process for 18 months or more.

Allowance

- After the approval stage if the trade mark office do not receive any objection within two months of publication in the trademark journal.
- Then trade-mark office issues a notice of allowance of the application for registration.

Registration

- After all the steps comes the registration of the trade-mark.
- In these the applicant has to pay a fee of \$200 to the trade mark office within the 6 months of the date of the notice of allowance.
- After that the trade-mark office will issue a certificate of registration of registered Trade-mark.

Objective of the study

- To provide the knowledge about the trademark research.
- Cafe had received an opportunity from Calgary city in Canada where the customer wants to buy in the franchise from company. Due to which research was done for trademark.

Methodology

The data gathered for the research was from the secondary source. The suggestion was given to the co-founder of the cafe is to first check whether the any kind of similar trademark of the cafe is registered or not. After that to apply for the trademark as if same kind of trademark is already registered than the person has to pay the application fees which is around \$330.

PART C – Learning from summer training project

- In this internship I have come to know about applying right type of strategies will only help in the growth of the business otherwise it can led to failure of business.
- It is also important to keep an eye on the competitors and to watch the positive side of competitors and adopt that concept if it is profitable for business.
- It is always important to keep an eye on the franchise which the company has distributed and maintain high level of quality as if one franchise is selling lower quality product than it can affect the business in other place also.
- It is also important for the business to keep the time to time check up on the social media marketing and it should be done frequently as it will help connecting with the customers
- We were also asked to give presentation to the founder of the cafe related to the all the research-based projects done by us.

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