

ANVESHAN CASE STUDY / ONE COPY PER TEAM / ALL NUMBERS ARE IMAGINARY

Choudhary Pav Bhaji

The burger problem

Imagine you run Choudhary Pav Bhaji. For years your pav bhaji has been a favourite in town. Every evening the tawa never stops: families come after work, office-goers grab a quick plate, and college students crowd the counter with friends.

NEW SITUATION

A burger outlet opens down the road. It has AC seating, free Wi-Fi and ₹99 combos. Within a month your sales fall from 150 plates a day to 100. Most of the 50 customers you lost are college students, who now spend their evenings there. Families and office-goers still come for the taste. Your profit has disappeared. What will you do?

YOUR NUMBERS (EVERY DAY)

	Amount
Price of one plate	₹80
Cost to make one plate	₹50
Rent, staff and gas	₹3,000
Plates a day, before	150
Plates a day, now	100

WHO YOUR CUSTOMERS ARE NOW

Customers	Plates a day now
Families	45 (stayed)
Office-goers	35 (stayed)
College students	20 (down from 70)
Total	100

IDEAS ON THE TABLE

Idea	What you know
Cut the price	Sell at ₹70 to compete with the combos. Your cost stays ₹50 a plate.
Masala chaas	₹40 a glass; costs ₹15 to make. You think 3 in 5 customers would add one.
Student combo	Pav bhaji + chaas for ₹99; costs ₹65. You think 30 of the lost students would come back.
Delivery app	Sell at ₹80 on an app that keeps 25% of the price. You expect 40 orders a day.
Your own idea	Anything your team, or someone you ask, can think of. Estimate the numbers.

YOUR MISSION

Get back to at least ₹1,500 profit a day. Use up to two ideas. Show your numbers, and be ready to defend your plan in one minute. Start by working out: what was your profit before, and what is it now?

HOW WE WILL WORK / 20 MINUTES

1 / At your desk / 4 min

Read and do the numbers.

2 / Walk and ask / 7 min

One of you visits 3 other teams. Bring back an idea.

3 / Decide / 5 min

Pick up to two ideas. Do you reach ₹1,500?

4 / Defend / 4 min

Pitch your plan in one minute.