

MARKET RESEARCH

Your Blueprint for Local Investment Success

Aiquants Research

Case Study: Andreas - A Swedish Investor

Background

- Andreas, a Swedish Investor, is interested in establishing a coffee and tea business chain in Kenya, inspired by the Nordic 'Fika' culture, which emphasizes socializing over coffee and pastries.

1. Andreas' Initial Concept Plan

- **Target Market**
 - Young professionals and expatriates in urban centers.
- **Menu Offerings**
 - Traditional Nordic pastries and beverages, with no adaptation to local tastes.
- **Location Strategy**
 - Focus on urban areas with high foot traffic.
- **Venue Experience**
 - A cozy café environment promoting social interaction.

2. Aiquants Research Findings

- **Target Market**
 - There is a significant opportunity to attract students and tourists, looking for unique social experiences.
- **Menu Offerings**
 - There is a strong preference among locals for snacks that reflect Kenyan culture, such as chai and mandazi.
- **Location Strategy**
 - Suburban locations could also attract families and provide a more relaxed atmosphere, appealing to a broader audience.
- **Venue Experience**
 - There is a demand for venues that host local events and support local artisans.

3. Andreas' Refined Concept Plan

- **Target Market**
 - Expand to include students and tourists in urban centers, with a focus on integrating local communities.
- **Menu Offerings**
 - Introduce popular Kenyan snacks and beverages to appeal to local tastes while maintaining the Nordic influence.
- **Location Strategy**
 - Identify a mix of urban and suburban locations to cater to a broader audience, including families and tourists.
- **Venue Experience**
 - Develop a community-focused approach, including hosting local events and collaborating with local artisans

What Did Aiquants Research Bring?

- **Informed Decision-Making**
 - Andreas is able to make informed decisions, reducing uncertainty and increasing the likelihood of success.
- **Increased Market Relevance**
 - Used local knowledge to refine the concept and ensure it is culturally relevant, resonating with a wider audience.
- **Enhanced Brand Image**
 - The emphasis on quality and community involvement enhances the brand's image, fostering customer loyalty.
- **Strategic Location Selection**
 - The diverse location strategy minimizes risks associated with poor site selection, ensuring higher visibility.

Transformative Insights from Aiquants Research

For Andreas, the shift from a basic coffee and tea business to a culturally adaptive brand is not just a change, but a transformation. A transformation that not only positions the business uniquely for success but also ensures it resonates deeply with the local market.