

Chaayos - Success Case Study

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Abstracts

Chaayos - Success Case Study

SUMMARY

Chaayos was founded in 2012 to tap into the potential for tea caf?s in India, one of the world's biggest tea-drinking nations. Over a span of eight years, the company has grown significantly in terms of revenue and number of outlets.

Chaayos offers a wide assortment of ingredients that customers can choose to customize beverages according to their preference. Its data analytics tool Kettle helps in understanding consumer needs. It has invested in Internet of Things (IoT) technology to maintain consistency in its offerings.

SCOPE

Updates menus in line with changing consumer preferences frequently in order to attract new customers and create more consumption occasions.

Focus on expanding footprint in the form of cloud kitchens, which only offer take-aways and deliveries, as consumers are likely to become even more convenience-driven in the future.

Invest in upgrading technological capabilities as technology is the way ahead; a high degree of automation and analytics is likely to give operators an edge over their competitors.

REASONS TO BUY

Chaayos - Success Case Study

Understand the relevant consumer trends and attitudes that drive and support innovation success so you can tap into what is really impacting the industry.

Gain a broader appreciation of the fast-moving consumer goods industry by gaining insights from both within and outside of your sector.

Access valuable strategic take-outs to help direct future decision-making and inform new product development.

Contents

Summary
What?
Why?
Take Outs
Appendix

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