

Case Study: Boosting Sales for Bollywood Bistro

Indian Restaurant –
Kaiserslautern, Germany



1. Introduction

Restaurant: Bollywood Bistro



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graph TD; A[Restaurant: Bollywood Bistro] --> B[Location: Kaiserslautern City Center]; B --> C[Challenge: High competition]; C --> D[Goal: 20% sales increase in 6 months]; D --> E[Target: NATO personnel, students, and locals];
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Location: Kaiserslautern City Center

Challenge: High competition

Goal: 20% sales increase in 6 months

Target: NATO personnel, students, and locals

2. Market Analysis

- • Population: ~100,000
- • NATO Personnel: ~45,000
- • University Students: Diverse international mix
- • Locals: Prefer milder flavors
- Opportunities:
 - - Authentic Indian food for expats
 - - Affordable meals for students
 - - Milder dishes for local Germans



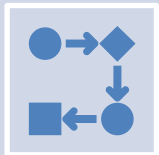
3. Customer Feedback Strategy

- • QR Code-Based Survey (via Opinie QR)
- • Incentive: 5% discount on next order
- Key Insights:
 - - Added 'Mild' options for locals
 - - Improved service by hiring staff
 - - Promoted Butter Chicken & Naan

4. Data-Driven Improvements



- 'Too spicy' → Added Mild options → +30% German diners



- 'Long waits' → Staff shifts → 15% faster service



- 'Love Butter Chicken' → Signature promotion → Top ordered dish

5. Targeted Marketing Campaigns

- Digital & Local:
 - Instagram/Facebook Ads
 - Google My Business SEO
- Promotions:
 - - Military Mondays (10% off)
 - - Student Thursdays (combos)
 - - Indian Culture Night (music, chef Q&A)



6. Results (After 6 Months)



✓ SALES UP: €30,000
→ €36,000/MONTH
(+20%)



✓ 300% MORE
FEEDBACK



✓ 50% MORE
GOOGLE REVIEWS
(4.6 ★)

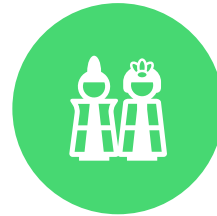


✓ 15% MORE REPEAT
CUSTOMERS

7. Key Takeaways



✓ Listen to Customers:
Actionable feedback



✓ Adapt to Local Tastes: Milder versions



✓ Target Segments:
Locals & Military Personnel



✓ Digital Tools: QR feedback + Social media

