aristeia innovations

SAMPLE · FICTIONAL CLIENT MARKET RESEARCH REPORT · $239

Is Lawrenceville ready for a second Lark & Loaf?

Neighborhood bakery · Bloomfield, PA · Question: open a second location on Butler Street?

Yes, with care
Overall recommendation

3
bakeries already within ½ mile

Weekend
peak demand window

Brunch
biggest unmet need

Who the customer is

- **Core customer:** 25–40, walks or bikes, buys 2–3 times a week, values local and seasonal over price.
- **Second group:** families on weekend mornings looking for a place to sit, not just take-out.
- **What they say (public reviews of nearby cafés):** long lines on Saturdays, few seats, limited savory options.

What reviews praise and complain about

- Praise: fresh croissants, friendly staff, local coffee
- Complaints: sold out by 11 a.m., no seating, cash-only at one café
- Gap: savory breakfast and weekday lunch

Market at a glance

Factor	Finding	What it means
Competition	Three bakeries nearby; none offers seated brunch	Compete on seating and savory, not croissants
Foot traffic	Busiest Fri–Sun; weekday mornings moderate	Staff heavier on weekends; test weekday lunch
Price point	Nearby pastries $4–$6; brunch plates $12–$16	Match on pastries; brunch is the margin
Space	Smaller storefronts common; few with kitchen hoods	Budget for kitchen fit-out early

Recommendations

- Lead with a seated weekend brunch, which no nearby bakery offers.
- Test demand first: run four Saturday pop-ups in Lawrenceville before signing a lease.
- Collect emails at the pop-ups; 300 sign-ups is a strong signal to proceed.

This sample uses a fictional business. Names, figures and findings are illustrative; any resemblance to a real business is coincidental. Real reports are built from verified sources, which are cited.