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Competitive Intelligence report

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Content

Trade area & Demographic Overview

Primary Competitor

Revenue Sensitivity Secenario

Market Risk Score

Stategic Diagnosis/Position Gap

Positioning Matrix

Strategic Recommendation

Our Team

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About Tinggi Design

Tinggi Design is a hospitality-focused design and strategy studio dedicated to elevating restaurant concepts beyond aesthetics. We help restaurant owners clarify their market positioning, align their space with their pricing strategy, and create environments that drive revenue, not just foot traffic. With deep experience in restaurant operations, consumer behavior, and competitive analysis, our approach integrates market intelligence with intentional design to ensure each concept stands out in a crowded marketplace and captures its full profit potential.

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Market

[illegible]

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Market

[redacted]

- Surrounding neighborhoods:
  - South: $71,182 median income | 844 households
  - East: $38,000 median income | 318 households
  - North: $46,000 median income | 1,800 households
  - Additional area: ~$65,000 median | ~900 households
- Medium density overall

[redacted]

- Similar number of households
- Adjuscent to similar neighorhoods.
- More population
- Higher overall density

Interpretation: value-sensitive, family-heavy, price-aware market. At $37 dinner price, [redacted] is at the upper limit of what this demographic comfortably pays for repeat visits.

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Positioning

Factor	[redacted]	[redacted]
Distance	Local	8 miles
Price	~$37	~$33
Offering	KBBQ + Sushi	Hotpot + BBQ
Interior	Bland	Neon, clubby
Bar Revenue	Weak	Strong

Interpretation: [redacted] did NOT win purely on price. $4 difference is not what shifts behavior at this level.
They won on: Experience, Energy, Instagramability, Preceived Variety, Strong drinks program, Social dining atmosphere

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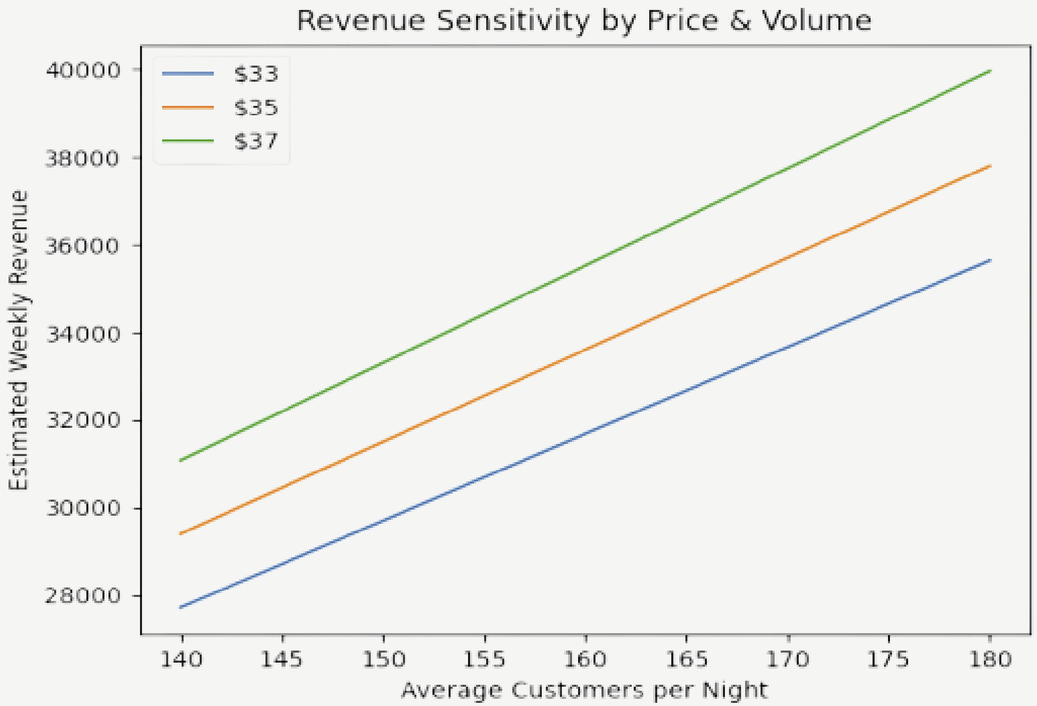
Revenue Sensitivity



Scenario compares current pricing ($37) vs competitor pricing ($33) under different customer volume assumptions. Assumes 120 seats, 1.5 turns per night, 6 operating nights per week.

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Market Risk Score

73%

Score calculation

[illegible]

Meaning

[illegible]

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Strategic Diagnosis

Guangnam is priced as a **mid-tier experiential restaurant** but visually and emotionally communicates a functional dining environment. When price and perceived experience **do not align**, customer **expectations are lost**.

Ryoli competes on **experience, energy, and social appeal**, not merely price. Guangnam currently competes primarily on food offering, creating vulnerability in a socially driven dining market.

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Positioning Gap

- Lacks strong brand identity
- Limited experiential or shareable design moments.
- Weak differentiation from other AYCE concepts.
- Under-leveraged drink revenue potential.

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Occasion Analysis

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Strategic Directions

[illegible]

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Strategic Directions

Option A Compete directly with Apollo energy

Enhancements:

- Stronger drink menu
- Signature Korean cocktails
- Social-photo moment
- Limited hours but elevated execution

Risk If not executed well, it feels like a copy

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Strategic Directions

[illegible]

[illegible]

[illegible]

- [illegible]
- [illegible]
- [illegible]

[illegible]

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Strategic Recommendations

Recommendations - Option 1

Based on understanding of your competitive advantage at Jualito

- Elevate identity towards a Trendy Premium Korean Grill positioning
- Introduce stronger Korean cultural visual cues and warmer lighting
- Develop 1-2 signature interior focal points for shareability
- Strengthen drink program with Korean-inspired cocktails
- Create celebration packages for birthdays and group dining
- Align pricing perception with upgraded experiential elements

Conclusion: The opportunity lies not in lowering price, but in clarifying identity and enhancing experiential value. With strategic repositioning and targeted design investment, Gangnam can regain competitive ground and improve customer retention.

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Thank you

For your attention

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