



CRAZY PLANT LADY CAFÉ AHMEDABAD

Business Case Study



CHALLENGES

Funding barriers:

- Despite 3,000+ pages of project reports for women entrepreneur loan schemes, multiple banks (SBI, BOB) refused financing.

Pandemic disruption:

- Project shelved in 2020 to preserve reserves.

Location handicap:

- First outlet launched in a 40-year-old bungalow at Naranpura, Ahmedabad, structurally charming but in a poor commercial location.

High burn rate:

- Required ~1.5× planned investment just to keep operations afloat; initial sales stayed low at ₹5,000–8,000/day for almost a year.

Operational constraints:

- Bungalow structure demanded heavy re-engineering; second outlet in Sindhubhavan faced floor-plumbing restrictions, forcing workaround solutions.

APPROACH/STRATEGIC INTERVENTIONS

1 Brand Safeguarding

2 Patient incubation

3 Community-Led Positioning

4 Resilience in Operations

5 Strategic Expansion

BRAND **SAFEGUARDING:**

- Secured trademark, domains, and IP pre-pandemic to preserve long-term vision.

PATIENT **INCUBATION**

- Though the micro-market was under-leveraged, the bungalow format was retained to protect the brand's community-first ethos.
- Structural reinforcements were executed to extend asset life by 20+ years, ensuring sustainability of the base property.

COMMUNITY-LED **POSITIONING**

- Chose events, NGO collaborations, and social impact programs over influencer-driven growth.
- Brand recall was built through authenticity and engagement, not paid visibility.

RESILIENCE IN **OPERATIONS**

- Maintained uncompromised food quality and taste despite financial strain.
- Menus were dynamically adapted to city tastes without losing brand identity.
- Learning from Naranpura, the second outlet was designed for better efficiency:
- Storage created above the bakery (to optimize vertical space).
- Kitchen layout redesigned around plumbing restrictions.

STRATEGIC **EXPANSION**

- Sindhubhavan outlet was consciously placed in a stronger commercial micro-market.
- Shift from bungalow to commercial showroom format was pragmatic: reduced fit-out unpredictability and improved operational control.

NARANPURA (FIRST OUTLET)

- Took 14 months to reach profitability.
- Transformed from low-revenue, high-burn site into a sought-after community brand in Ahmedabad.
- Proved concept resilience: if it could succeed in a weak market, scalability in stronger markets was validated.

SINDHUBHAVAN (SECOND OUTLET)

- More structured and efficient from day one.
- Achieved near-break-even within 2–3 months (vs. 14 months for Naranpura).
- Demonstrated the value of location leverage + operational learnings.

OUTCOME / LEARNING

BROADER INSIGHTS

- **Patience compounds:** endurance in the first year built credibility and systems that accelerated scale later.
- **Community > influencers:** authentic, local collaborations created stronger equity than influencer campaigns.
- **Location is multiplier:** the same brand and systems that struggled in Naranpura thrived quickly in Sindhubhavan.
- **Frugality + design thinking:** creative “jugaad” in infrastructure (storage, kitchen redesign) enabled lean operations without compromising guest experience.



PROMILLER
GROUP

THANK YOU

