SITE SELECTION REPORT

# 107 NORTH BRIDGE ROAD FUNAN SINGAPORE 179105

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CITY HALL · best-fit concept: Destination / Lifestyle Cafe (6 evaluated) · data coverage: Partial — 17 of 18 signals computed · generated 2026-09-06

## Executive overview

**70.8** /100 **Strong fit**

**Destination / Lifestyle Cafe**

**Market demand** — Maximum contribution: 15 points



**6.3** / 15

**Accessibility** — Maximum contribution: 15 points



**15.0** / 15

**Tourist / destination precinct** — Maximum contribution: 50 points



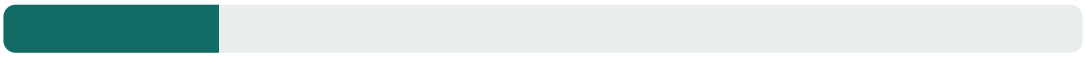
**31.7** / 50

**Site & zoning** — Maximum contribution: 10 points



**7.8** / 10

**Competitive headroom** — Maximum contribution: 10 points



**10.0** / 10

Every track shares one 0-50-point axis, so bar length is directly comparable across categories -- a smaller-maximum category always draws a shorter track. Teal = points earned, amber = headroom left, red = no points earned, grey = not assessed for this profile.

**Strong fit**

**Showing the best-fit concept for this site (Destination / Lifestyle Cafe) out of 6 café formats evaluated — no concept was pre-selected.**

## Strong fit for a destination or lifestyle café. Tourist/ Heritage Precinct is the strongest driver.

This is a destination-access fit: the site's viability hinges on converting tourist/heritage and transit flows into lifestyle café visits, not on a thin local resident base.

The primary demand mechanism the data most supports is destination/visitor trade, with commuter pass-by as a secondary potential source; a local-resident frequency model is not supported by the 5,440 residents within 1km.

Concept differentiation: The requested Destination / Lifestyle Cafe ranks first at 70.8, only 1.6 points above Premium / Specialty Cafe (69.2), so the score gap is not commercially meaningful and the format edge is effectively tied.

**WHY IT COULD WORK**

- The tourist/heritage precinct signal earns full fit (30 points) and combines with exceptional transit connectivity (7 rail stations within 1km, City Hall 340m, 14 bus stops within 400m) to create a strong destination and access pull.
- A 90th-percentile catchment affluence overlays an already high-pressure measured café cluster (37 outlets), which may suggest established demand that a differentiated lifestyle concept could tap rather than having to build a new market.

**WHAT COULD PREVENT IT**

- Immediate residential support is very thin (211 residents in the 0-500m band; 5,440 within 1km) and the site lacks park draw (1.7 of 20 possible points); together they suggest reliance on off-peak local traffic is a risk, though weak evening/weekend residential trade is a hypothesis to verify, not a measured fact.

**Next action:** Shortlist this site — proceed to a site visit and lease/rent diligence.

Decision insights are generated automatically from the report's measured signals and model rules. They are not individually reviewed by a human consultant.

Data coverage — how many of the engine's signals could be computed for this site — is a measure of data completeness, not a judgement on whether to proceed.

PRIMARY CATCHMENT
MODELLED

**211** residents

**Density ~16th pct of 269 commercial peers · population signal 17.8/100 among all subzones**

within 500m · modelled

TRANSIT

**Exceptional** score

**14 bus stops within 400m · CITY HALL · 340m**

COMPETITIVE PRESSURE
LIVE

**High pressure** score

**37 cafe-category listings within 300m**

competition score 0 / 100 · live

SITE & ZONING

**Moderately suitable** score

**COMMERCIAL**

zoning score 43.1 / 100

### PRINCIPAL OPPORTUNITY

**Tourist/Heritage Precinct** is the strongest driver toward the destination or lifestyle café concept — contributing 30.0 of a possible 30.0 points.

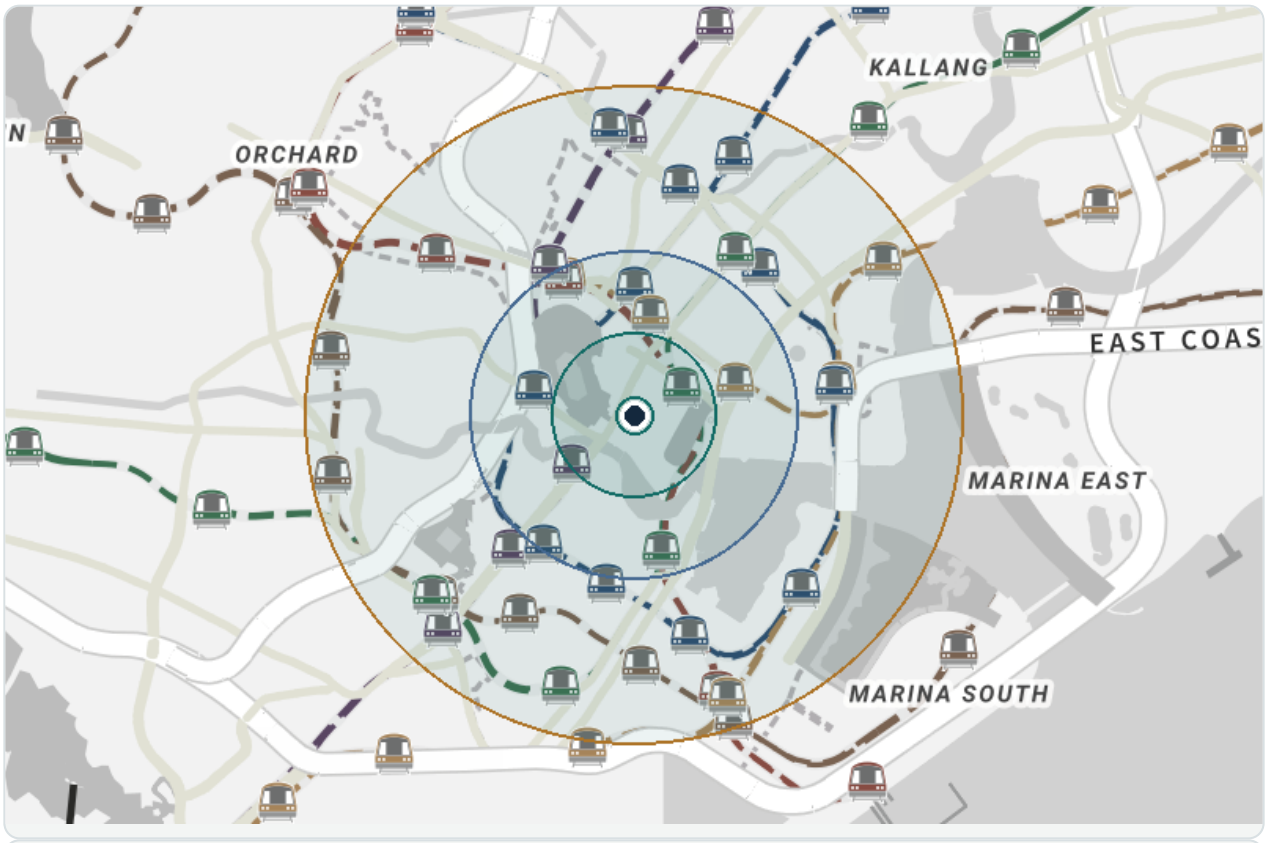
### PRINCIPAL RISK

**Park Proximity** holds the score back by 18.3 points (1.7 of a possible 20.0 earned).

This is a data-driven pattern observation based on the signals the engine measures, not investment advice. It does not consider your brand, operations, financing, or market knowledge — verify against a real site visit and your own numbers.

# Location & accessibility

**High accessibility — CITY HALL is reachable within a 5-10-min walk from the site, but actual interchange capture is unverified.**




### IMMEDIATE CATCHMENT

| | |
|---|---|
| Residents (0-500m) | **211** |
| Residents (500m-1km) | **5,229** |
| Residents / km² (0-500m) | **269** |

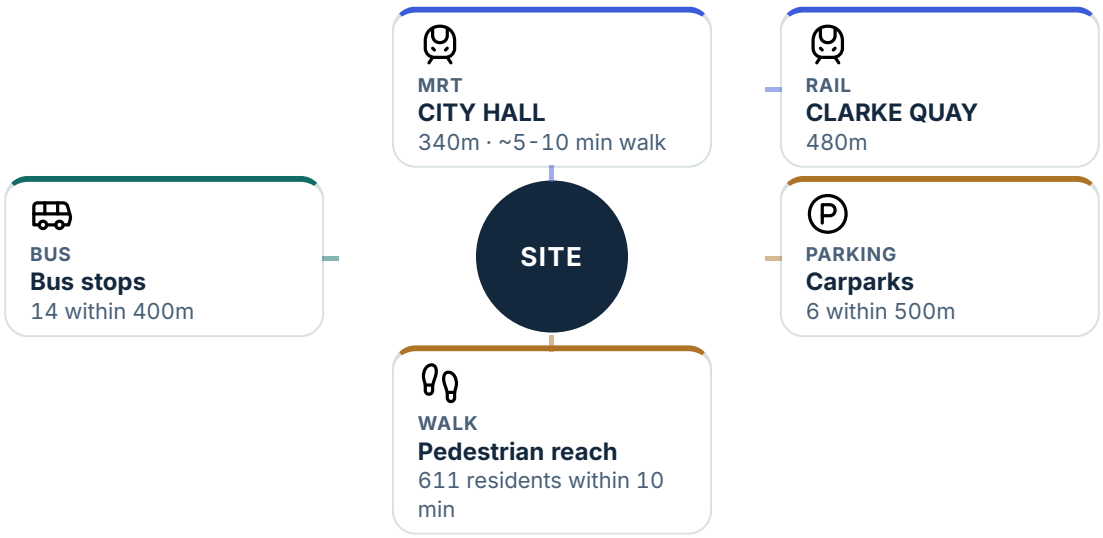
A sparse immediate catchment — about 211 residents within the primary ring.

Residents are area-weighted estimates assuming uniform density within each subzone (Census 2020).

**Verify on site:** Walk the primary ring and confirm footfall at the site's main access points.

Site · Primary (0-500m) · Secondary (500m-1km) · Fringe (1-2km)

## How people reach the site




Powered by OneMap · © Singapore Land Authority

Subzone **CITY HALL** Zone **COMMERCIAL**

**Source:** Map: OpenStreetMap contributors (ODbL) · Subzone boundaries: URA/SingStat

# Trade-area catchment

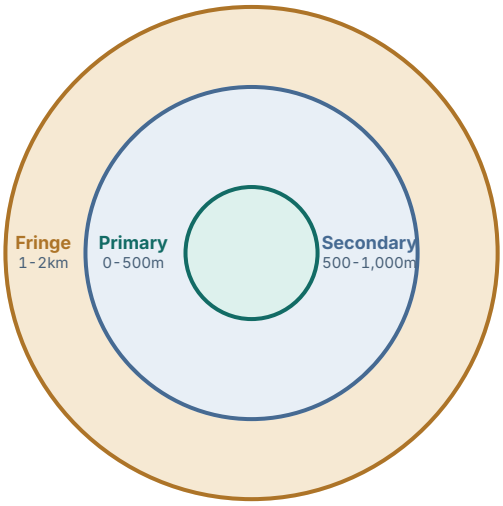
**A sparse residential catchment — about 211 residents within 500m.**

Incremental values per ring — what lives in each band, not cumulative totals. Residents are an area-weighted estimate from subzone totals (estimated from subzone population totals assuming uniform density within each subzone).

**Access anchor — CITY HALL, 340m**

## 1 · RESIDENT CATCHMENT

### Trade-area catchment at a glance




**Primary** · 0-500m

**211**
residents added

269/km²
density

Dense immediate catchment — most relevant to repeat and convenience visits.

**Secondary** · 500-1,000m

**5,229**
residents added

2,219/km²
density

Adds population plus schools and childcare — relevant to family and after-school demand.

**Fringe** · 1-2km

**50,187**
residents added

5,325/km²
density

Adds a large population base, but density and walk-in probability decline.

Schematic — rings not drawn to geographic scale (the outer ring spans 1-2km). Residents are incremental per band, area-weighted from Census 2020 subzone totals.

Per-ring detail — transport, schools, land use

### PRIMARY RING
0-500m

**211** residents

modelled

17 bus stops · 2 rail stations — CITY HALL (340m), CLARKE QUAY (480m) · 200 carpark lots

269 residents/km² · 21.6 bus stops/km²

Dense immediate catchment — most relevant to repeat and convenience visits.
Primary local-access catchment (0-500m straight-line); actual walk-in origins and pedestrian volumes are not measured.

### SECONDARY RING
500-1000m

**5,229** residents

modelled

51 bus stops · 5 rail stations — nearest 2 of 5: BRAS BASAH (611m), ESPLANADE (661m) · 1,758 carpark lots

2,219 residents/km² · 21.6 bus stops/km²

Adds population plus schools and childcare — relevant to family and after-school demand.
Secondary surrounding catchment (500m–1km straight-line).

### FRINGE RING
1000-2000m

**50,187** residents

modelled

124 bus stops · 17 rail stations — nearest 2 of 17: TELOK AYER (1,020m), CHINATOWN (1,060m) · 10,338 carpark lots

5,325 residents/km² · 13.2 bus stops/km²

Adds a large population base, but density and walk-in probability decline.
Potential destination catchment (1–2km) — customer origins are not measured.

How the catchment changes: a circular residential catchment understates non-residential accessibility near a major interchange — transit riders can reach the site from beyond these rings.

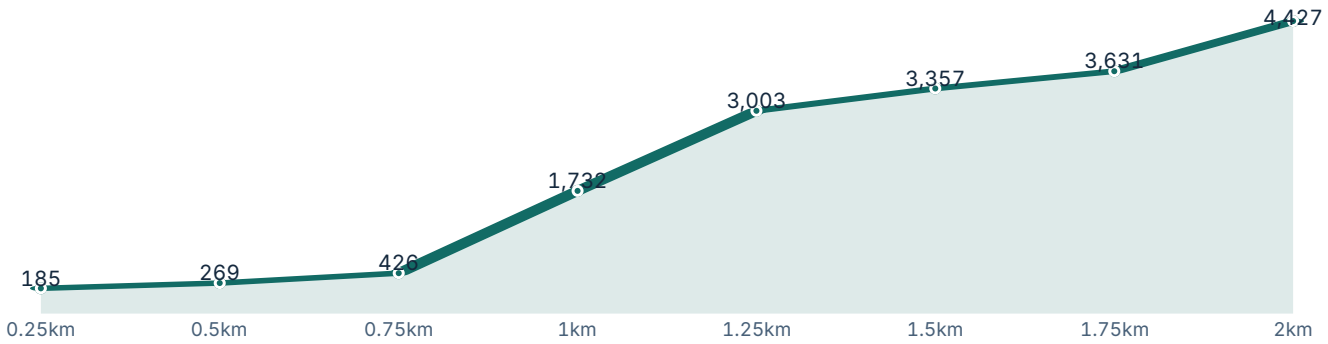
Resident density: 17.8/100 against all published Singapore subzones, and ~16th percentile among the 269 commercially zoned peer sites — the catchment is not among Singapore's very densest residential subzones, but it is unusually resident-dense for a commercially zoned peer site.

**DECISION INSIGHT**

The demand character is regional and destination-led rather than local. Only 211 residents sit in the 0-500m band and 5,440 within 1km, while the 1km-2km band adds 50,187 residents; catchment affluence sits at the 90th percentile. This supports a conclusion that the café should not rely on immediate neighbourhood frequency and should plan for a wider, more affluent visitor base.

55,627 total residents within 2km across all three rings · 192 bus stops · 12,296 carpark lots

Resident density by distance from the site (residents per km², cumulative within each radius) — demand concentrates near the site and falls outward.




## 2 · WALKING REACH

Walk-time zones from the site's geocoded coordinate via OpenRouteService's pedestrian network — the summary is CUMULATIVE (within N minutes); the cards below are incremental bands (what lives in each zone).

### Walkable reach exceeds the circular benchmark

**611** cumulative residents within 10 min

36 transit nodes · 4 schools/childcare

Within a 10-minute walk the modelled pedestrian network reaches 611 residents — 135% of what an equal-area circle would hold. At this scale the network does not produce an unusually constrained catchment relative to that circle; actual entrance routes, crossings and indoor mall circulation remain unverified.

Reach percentage compares modelled walk reach against an equal-area circle; it is not capped at 100% (the modelled catchment can exceed the benchmark) and displayed values round to whole percentages.

#### 0-5 MINUTES

mapped street network

**83** residents

modelled

10 transit nodes · 2 schools/childcare · 22 carpark lots

247 residents/km² · 1 carparks · 2 anchors

Land use: other 53% · commercial 26% · institutional 21%

#### 5-10 MINUTES

mapped street network

**528** residents

modelled

26 transit nodes · 2 schools/childcare · 465 carpark lots

471 residents/km² · 15 carparks · 8 anchors

Land use: other 65% · business 0% · commercial 25% · institutional 10%

#### 10-15 MINUTES

mapped street network

**7,223** residents

modelled

49 transit nodes · 12 schools/childcare · 2,370 carpark lots

4,077 residents/km² · 34 carparks · 9 anchors

Land use: other 42% · business 0% · commercial 43% · residential 5% · institutional 10%

**Method and limitations:** Computed from the site's geocoded coordinate on the OpenStreetMap path network. Does not account for building entrances, indoor mall circulation, escalators/lifts, or covered/elevated walkways — actual walk times inside large complexes may differ from what is shown here.

## Cumulative walking reach

Walkable reach — 135% of an equal-area circle

| Within 5 minutes | Within 10 minutes | Within 15 minutes |
|---|---|---|
| **83** residents | **611** residents | **7,834** residents |
| 10 transit · 2 schools | 26 transit · 2 schools | 49 transit · 12 schools |

### 3 · LAND USE AND DEMAND CONTEXT

Share of land area by use within each ring — from URA zoning data (see Source below).

**SITE PARCEL**
**COMMERCIAL**
The site's own parcel is commercial — a station strip or retail pocket inside its wider catchment.

→

**PRIMARY · 0-500M**
**Open/ infrastructure-led**
Res 0% · Com 23%
The surrounding mix is diverse — no single use dominates demand here.

→

**SECONDARY · 500-1000M**
**Open/ infrastructure-led**
Res 3% · Com 35%
**commercial ▮ 12pts, residential ▮ 3pts vs inner**
The surrounding mix is diverse — no single use dominates demand here.

→

**FRINGE · 1000-2000M**
**Open/ infrastructure-led**
Res 16% · Com 26%
**commercial ▮ 8pts, residential ▮ 14pts vs inner**
The surrounding mix is diverse — no single use dominates demand here.

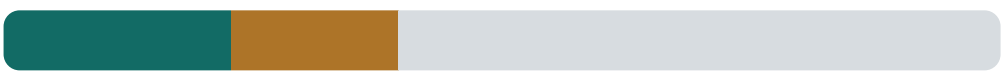
Commercial-vs-residential balance: commercial use leads the inner catchment (23% vs 0% residential).

Decomposed 'Other': at 0-500m the 'Other' share (60%) is mostly water (6%), reserve & other (5%), roads & transport (20%); at 500-1000m the 'Other' share (52%) is mostly water (11%), reserve & other (2%), roads & transport (26%); at 1000-2000m the 'Other' share (49%) is mostly water (9%), reserve & other (5%), roads & transport (25%). 'Other' is non-building land in the URA Master Plan 2025 — roads, transport infrastructure, water, open space, reserve sites and uncategorised land. It occupies real area but is not 'land-use character'.

**Daypart hypothesis — an inference, not a measured fact.** Daypart character is not strongly indicated by the land-use mix alone.

A peer land-use benchmark (comparable commercial sites) is not available from the current datasets — this section compares the site against its own surrounding rings instead.

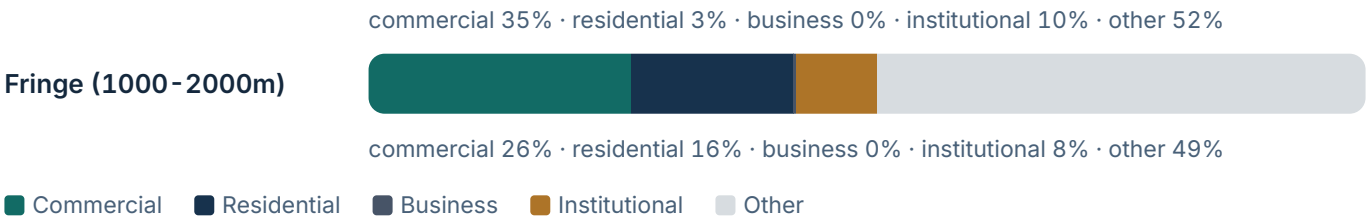
**Primary (0-500m)**



commercial 23% · institutional 17% · other 60%

**Secondary (500-1000m)**






## 4 · AFFLUENCE AND HOUSING

# Affluence and housing profile

site subzone · Census 2020 dwelling type by subzone

**Key conclusion:** a higher-income resident base — planning-area household income is 95% above the median planning area, while HDB resale values sit around the middle of HDB towns.

### SPENDING-POWER EVIDENCE — HOUSEHOLD INCOME

**Median monthly household income — planning area vs median planning area**

DOWNTOWN CORE

**$18,089** /month

planning-area median household income

**95% above**

$8,825 above

MEDIAN PLANNING AREA

**$9,264** /month

median of 30 published planning areas

### PLANNING-AREA INCOME RANK



**27th-lowest among 30 published planning areas**

90th percentile · Census 2020 employed-household income

**HOW TO READ THIS COMPARISON**

- Census 2020 — a 6-year-old vintage; it does not move with the current economy.
- Planning-area geography (the whole planning area), not subzone and not the catchment.
- Employed households — the published distribution is based on households with at least one employed person.
- This benchmarks the planning area's residents; it is not a direct measurement of the 500m/1km catchment, or of the site's visitors.

**Commercial read**

**Resident density vs commercial peers**




the site's 0-500m resident density among 269 commercially zoned peer sites

**Planning-area income position**




median employed-household income among 30 published planning areas (Census 2020)

The site has a substantial absolute residential catchment — 211 residents within 500m and 5,440 within 1km — although its modelled density sits at the 16th percentile of the 269-site commercial benchmark. Combined with higher relative affluence (90.0 percentile), this is an affluent destination opportunity where a smaller, higher-value customer base is the play.

**DECISION INSIGHT**

- Interchange traffic introduces demand not represented by resident-income data alone.

**Source:** Residents: SingStat Census 2020 (modelled allocation) · Transit: LTA · Carparks: HDB/URA · Anchors: curated/MOE/ECDA

# Concept-fit assessment

**Destination / Lifestyle Cafe fits this site with a 70.8/100 match — the gap to the next concept is 1.6 points.**

Five weighted categories sum to the 70.8/100 fit score. Expand a category to see its underlying signals.

### How scoring works

The match is grouped into decision-facing categories; each bar shows points earned out of that category's possible weight, and they sum to 70.8/100. Fit % is how well the observed value matches this concept's ideal range — not the raw value itself; a low value can still earn full credit if the concept prefers it low. Points = Fit % × Weight, normalised so each category's rows sum to its bar.

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**Market demand** — **6.3 / 15.0** — 42% of available — The size and spending power of the resident catchment

**Signals behind market demand**

| Signal | Value (0-100) | Weight | Fit % | Direction | Points |
|---|---|---|---|---|---|
| catchment affluence (among 30 published planning areas) | 90.0 | 0.05 | 90% | strong | +4.5 |
| | The high catchment affluence should support premium positioning and higher average spend, although the immediate residential base is too thin to carry daily frequency. | | | | |
| resident population density (among all published Singapore subzones) | 17.8 | 0.10 | 18% | weak | +1.8 |
| | Resident population density is weak, which reinforces that local residential demand cannot be the primary engine; the concept should be sized for visitor-led rather than resident-led traffic. | | | | |

**Accessibility** — **15.0 / 15.0** — 100% of available — How easily customers can reach the site without a car

**Signals behind accessibility**

| Signal | Value (0-100) | Weight | Fit % | Direction | Points |
|---|---|---|---|---|---|
| transit connectivity | 100.0 | 0.15 | 100% | strong | +15.0 |

| Signal | Value (0-100) | Weight | Fit % | Direction | Points |
|---|---|---|---|---|---|
| | Exceptional transit connectivity gives the site multiple access streams for both destination visitors and pass-by trade; this should inform staffing and opening hours around transit peaks, though actual conversion remains unverified. | | | | |

**Tourist / destination precinct** — **31.7 / 50.0** — 63% of available — Tourist/Heritage Precinct leads this category

**Signals behind tourist / destination precinct**

| Signal | Value (0-100) | Weight | Fit % | Direction | Points |
|---|---|---|---|---|---|
| tourist/ heritage precinct | 70.0 | 0.30 | 100% | strong | +30.0 |
| | The tourist/heritage precinct signal is the strongest lever and positions this as a destination-style café; the full-fit area type means the concept can lean on place-branding and visitor discovery rather than neighbourhood habit. | | | | |
| park proximity | 8.3 | 0.20 | 8% | weak | +1.7 |
| | Park proximity is the largest drag, so the concept should lean into urban heritage and transit motifs rather than green-space adjacency. | | | | |

**Site & zoning** — **7.8 / 10.0** — 78% of available — Whether the site itself is retail-viable

**Signals behind site & zoning**

| Signal | Value (0-100) | Weight | Fit % | Direction | Points |
|---|---|---|---|---|---|
| zoning suitability | 43.1 | 0.10 | 78% | moderate | +7.8 |
| | Zoning suitability is adequate and contributes modestly; it supports café feasibility but does not create the fit by itself. | | | | |

**Competitive headroom** — **10.0 / 10.0** — 100% of available — Room to enter given nearby competitors

**Signals behind competitive headroom**

| Signal | Value (0-100) | Weight | Fit % | Direction | Points |
|---|---|---|---|---|---|
| competition level | 0.0 | 0.10 | 100% | high competition (saturated) | +10.0 |
| | Competition measured 0/100 (High pressure band). This profile grants full fit once competition is at or above its acceptability floor, so the signal carries its full (small) weight here — the live count behind this score is in the Competition section. | | | | |
| | The competition level signal contributes full points despite a measured high-pressure market; this suggests the format is scored to compete on differentiation rather than absence of rivals, so the operator should not expect an open field. | | | | |

### Total fit score — 70.8/100

**Source:** SingStat Census 2020 · LTA transit · URA Master Plan 2025 land use · MOE/ECDA · curated lists · Competition: Google Places Aggregate (count only, live)

#### Full signal coverage — which of the 18 signals influence this score

Every signal is computed for every site; only the ones this concept's profile weights actually move the match score. "Used" means weighted in the Destination / Lifestyle Cafe profile; a computed-but-unweighted signal is diagnostic context, not a drag or a driver.

**Signals used for this concept**

| Signal | Computed | Concept weight | Reason |
|---|---|---|---|
| resident population density (among all published Singapore subzones) | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| tourist/heritage precinct | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| catchment affluence (among 30 published planning areas) | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| zoning suitability | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| transit connectivity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| park proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| competition level | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |

**Additional diagnostic signals**

| Signal | Computed | Concept weight | Reason |
|---|---|---|---|
| school proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| tertiary-institution proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |

| Signal | Computed | Concept weight | Reason |
|---|---|---|---|
| hospital proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| office (daytime-worker) density | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| childcare proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| mall proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| car access | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| hotel proximity | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| family-flat share | No | | no format was pre-selected — every format in the category was evaluated and ranked |
| multi-generation household share | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |
| age-band mix (elderly / children / young-adult) | Yes | | no format was pre-selected — every format in the category was evaluated and ranked |

Peer comparison unavailable — at least 30 comparable sites are required for a reference distribution; 0 stored for this concept. A single point without a reference set would be misleading, so it is not shown.

# Concept comparison

## Concept fit — ranked tiers

### PRIMARY FIT

| | | |
|---|---|---|
| 1 | **Destination / Lifestyle Cafe**<br>Driven by Tourist/Heritage Precinct · Park Proximity the biggest drag | 70.8 |
| 2 | Premium / Specialty Cafe<br>Driven by Catchment Affluence · Competition Level the biggest drag | 69.2 |
| 3 | Grab-and-Go / Commuter Cafe<br>Driven by Transit Connectivity · Resident Population Density the biggest drag | 63.7 |

### CREDIBLE ALTERNATIVE

| | | |
|---|---|---|
| 4 | Student / Youth-Targeted<br>Driven by Tertiary-Institution Proximity · Competition Level the biggest drag | 59.3 |
| 5 | Office Lunch / CBD Cafe<br>Driven by Office (Daytime-Worker) Density · Competition Level the biggest drag | 47.3 |
| 6 | Heartland / Value Cafe<br>Driven by Transit Connectivity · Resident Population Density the biggest drag | 42.9 |

## Principal opportunity versus principal risk




Headline comparison of the two largest drivers — not a net-score calculation.

## Field observations

**1**

**Observe flows**

Entrance routes, queues and dayparts

> Ground-truth whether transit and heritage visitors convert to café visits across weekday daytime and weekend afternoon/evening windows, since the survey does not measure footfall or visit timing.

**2**

**Test competitors**

Speed, offers, seating and unmet occasions

> Verify what the 12 direct competitors leave unmet, particularly whether the incumbent's low rating despite high reviews reflects a product/experience gap or just a different value segment.

**3**

**Validate economics**

Rent, ticket, throughput and margin

> Test whether the large 1km-2km residential band (50,187 people) can be pulled into the site for repeat visits, because the 0-500m band is very thin.

**DECISION INSIGHT**

Destination / Lifestyle Cafe ranks first at 70.8, but only 1.6 points ahead of Premium / Specialty Cafe at 69.2, a gap that is not commercially meaningful. The edge over lower-ranked formats comes from the area-type and transit components; resident-dependent formats such as Office Lunch / CBD Cafe and Heartland / Value Cafe score far lower at 47.3 and 42.9 respectively. ...

**Takeaway:** The site justifies a destination-oriented lifestyle format, but not decisively over premium/ specialty.

# Competitive landscape

**High pressure — 37 nearby cafe-category businesses within 300m.**

## High pressure (0/100) 37 nearby cafe-category listings within 300m

Low | Typical (~4-10) | Saturated (15+)

### High pressure means winning share, not just attracting demand.

The aggregate count measures broad cafe-category pressure. Of 20 nearby businesses identified within 300 m when this report was generated (6 Sep 2026), 12 are direct competitors, 6 adjacent and 2 outside the measured category. Business names appear only on the hosted web report, for 30 days after it is generated.

### Data and classification notes

This report shows competitor intensity as a score plus a count. Named competitor listings — including category, rating, and price level — are available on the hosted web view only, where they are sourced live from Google Places and expire 30 days after generation; they are never included in the PDF or a saved copy, because Google's terms restrict using named Places data in retained documents.

**Source:** Competition count: Google Places Aggregate (300m), live at report generation — counts only, no named competitors shown

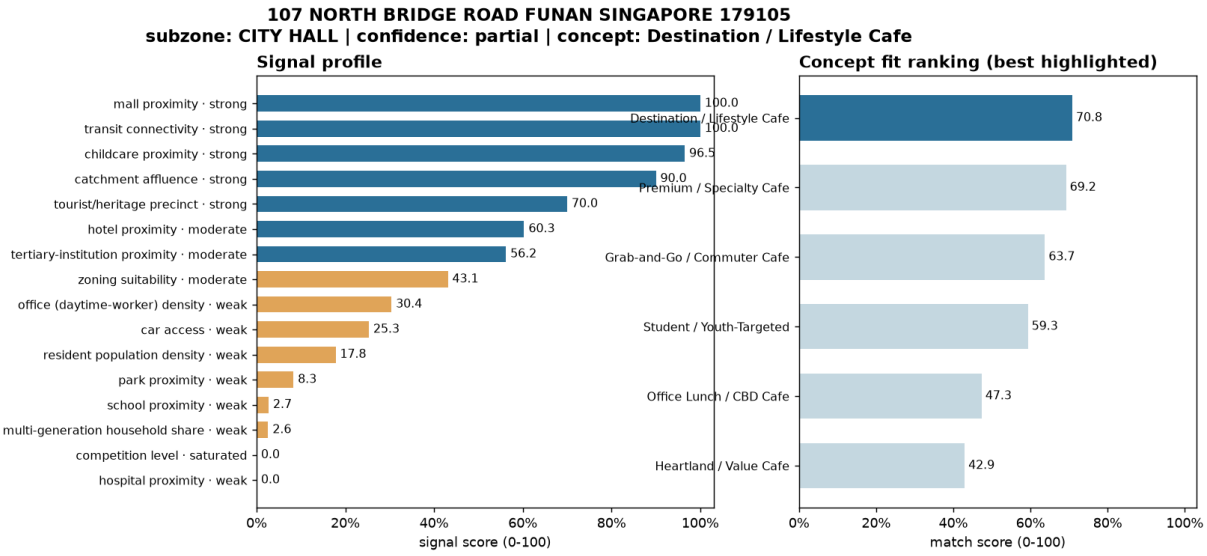
# Signal observations and scores (0-100)

These are the underlying signal observations behind the contribution-chart categories above. Most are 0-100 percentiles or suitability measures against official Singapore statistics (SingStat Census 2020, URA Master Plan 2025 land use, gazetted 1 Dec 2025) — a fixed government-sourced reference, not a growing pool of past reports; a few are raw share observations (the age-band row shows subzone age shares as percentages). The overall match score is separately benchmarked against a frozen, dated sample of comparable sites where one exists (see the benchmark line in the executive overview) — not against this report or the sites that have been scored before. The Direction column explains what a score means for the decision (for example, competition is inverted: a low score means heavy competition). This section is the full audit trail — most readers only need the category chart above.

| Signal | Score | Direction |
|---|---|---|
| resident population density | 17.8 | weak |
| tourist/heritage precinct | 70.0 | strong |
| catchment affluence | 90.0 | strong |
| zoning suitability | 43.1 | moderate |
| transit connectivity | 100.0 | strong |
| school proximity | 2.7 | weak |
| tertiary-institution proximity | 56.2 | moderate |
| hospital proximity | 0.0 | weak |
| park proximity | 8.3 | weak |
| office (daytime-worker) density | 30.4 | weak |
| competition level | 0.0 | high competition (saturated) |
| childcare proximity | 96.5 | strong |
| mall proximity | 100.0 | strong |
| car access | 25.3 | weak |

| Signal | Score | Direction |
|---|---|---|
| hotel proximity | 60.3 | moderate |
| multi-generation household share | 2.6 | weak |
| age-band mix (elderly / children / young-adult) | elderly 0.0% · children 0.0% · young-adult 0.0% | age-band shares (Census 2020) |

Full signal-profile and concept-comparison chart (as computed by the engine):




# Concept fit ranking

| Concept | Match score |
|---|---|
| Destination / Lifestyle Cafe | 70.8 |
| Premium / Specialty Cafe | 69.2 |
| Grab-and-Go / Commuter Cafe | 63.7 |
| Student / Youth-Targeted | 59.3 |
| Office Lunch / CBD Cafe | 47.3 |
| Heartland / Value Cafe | 42.9 |

# Trade-area catchment (cumulative)

Cumulative counts within each distance, for exact lookup.

| Metric | Within 500m | Within 1km | Within 2km |
|---|---|---|---|
| Estimated residents | 211 | 5,440 | 55,627 |
| Bus stops | 17 | 68 | 192 |
| Rail stations | 2 | 7 | 24 |
| Carparks | 6 | 39 | 229 |
| Carpark lots | 200 | 1,958 | 12,296 |
| malls | 2 | 3 | 11 |
| parks | 0 | 1 | 2 |
| hotels | 2 | 13 | 31 |
| tertiary | 0 | 2 | 4 |
| childcare | 2 | 14 | 53 |
| hospitals | 0 | 0 | 1 |
| schools (K-12) | 0 | 0 | 2 |

## Nearest named anchors (full list)

| Name | Type | Distance |
|---|---|---|
| Funan | Mall | 0 m |
| Trehaus Pte Ltd | Childcare centre | 28 m |
| The Capitol Kempinski Hotel Singapore | Hotel | 318 m |
| Singapore Management University | University | 656 m |
| Fort Canning Park | Park | 734 m |
| SCHOOL OF THE ARTS, SINGAPORE | Junior college | 898 m |
| Kaplan Singapore | Private institution | 1,193 m |
| Raffles Hospital | Hospital | 1,369 m |

This is a data-driven pattern observation, not a recommendation. The right concept also depends on your brand, operations, and market knowledge.

**Decision insights are generated automatically from the report's measured signals and model rules. They are not individually reviewed by a human consultant.** Decision insights are produced by an AI model (deepseek-v4-pro) at report generation from this report's own computed data — a data-driven pattern observation, not investment advice. The deterministic scores and analysis in this report are computed without AI.

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