

MAIN PROMPT

I'm considering opening a cafeteria in Paola, Malta, close to the main church / Paola Parish Church area.

Act as a local market and competitor research analyst. Research the cafeterias, coffee shops, bakeries, snack bars and similar food-and-drink businesses that would realistically compete with a new cafeteria in this area.

Use current publicly available information and, where useful, Maps/local business results to identify approximately 8–12 relevant nearby competitors. Prioritise businesses within easy walking distance of the church, but include slightly farther competitors if they are clearly relevant.

For each competitor, research and record as much of the following as can be reliably verified:

- Business name
- Address / location
- Approximate distance from Paola Parish Church
- Business type
- Opening hours
- Main products or services offered
- Typical price level, where publicly available
- Google rating or other prominent public rating
- Number of reviews, where available
- Recurring positive themes in customer reviews
- Recurring negative themes or complaints in customer reviews
- Whether they appear to offer breakfast
- Whether they appear to offer lunch
- Whether they offer takeaway
- Whether they offer delivery
- Outdoor seating, if identifiable
- Social media presence
- Website, Facebook or Instagram presence
- Apparent positioning, for example traditional Maltese, bakery, speciality coffee, budget café, quick lunch, pastries, brunch, etc.
- Obvious strengths
- Obvious weaknesses or gaps
- Anything that could help differentiate a new cafeteria

Do not invent information. If something cannot be verified, mark it as “Not found” or “Unclear”.

Distinguish clearly between:

- Verified factual information
- Patterns inferred from public reviews
- Your own competitive analysis

Do not estimate revenue, profitability, customer demographics or footfall unless reliable public data exists.

MAIN PROMPT

After completing the research, analyse the local competitive landscape and identify:

- The strongest direct competitors
- The most common products and propositions in the area
- Areas where the market appears crowded
- Potential gaps in the market
- Common customer complaints that a new cafeteria could address
- 5–10 practical ways a new cafeteria near Paola church could differentiate itself

Then create a downloadable Excel spreadsheet (.xlsx) containing the research.

Structure the workbook with these sheets:

Sheet 1 — Competitor Overview

One competitor per row, with clear columns for all the factual and review information collected.

Sheet 2 — Competitive Analysis

Summarise each competitor’s positioning, strengths, weaknesses and potential opportunity for a new entrant.

Sheet 3 — Market Opportunities

List the most important gaps, unmet needs, possible concepts and differentiation ideas for a new cafeteria in this location.

Sheet 4 — Sources

Include the source pages used for each competitor so that important details such as opening hours, services, ratings and positioning can be checked manually.

Format the workbook professionally:

- | | |
|---|---|
| <ul style="list-style-type: none">• Clear column headings• Filters enabled• Freeze the header row | <ul style="list-style-type: none">• Sensible column widths• Wrap long text• Use consistent formatting• Make the spreadsheet easy to scan on a laptop |
|---|---|

Before creating the Excel file, briefly summarise your 5 most important findings from the research. Then generate the .xlsx file and provide it as a downloadable attachment.

MAIN PROMPT

After the generation of the excel spreadsheet use this prompt:

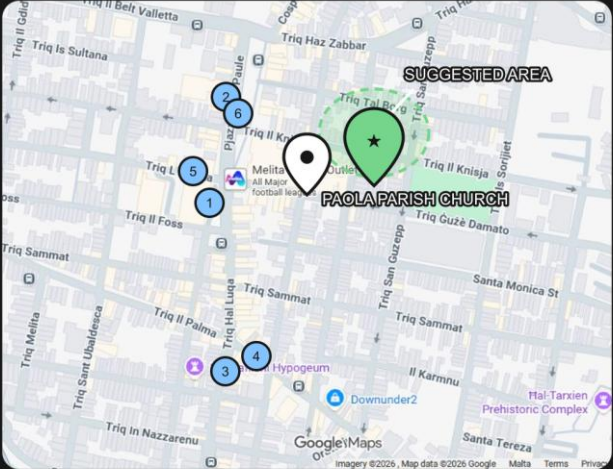
Enhance the research by providing an image of the current cafeterias location using chatgpt maps and a suggested location for the new cafeteria.

Tista’ tbiddel il-prompt skond it-tip ta’business li tixtieq tiftaħ u l-lokalita’ ta’ fejn trid tifthū.

PAOLA · MALTA · COMPETITOR RESEARCH

Where are the current cafés—and where is the gap?

Six nearby operators confirmed in current Google Maps results



CURRENT CAFÉ CLUSTER

☉ Traffic Lights Café & Bistro	☉ Bites and Beans
☉ Bacio Cafe & Restaurant	☉ Luglio café bar
☉ Malabar Cafe	☉ Paramount

★ BEST AREA TO INVESTIGATE FIRST

East of the church

Triq il-Knisja / Triq Tal-Borg vicinity

- Outside the tightest café concentration
- Still a short walk from the church and main square

Suggested search zone—not a verified vacant property.
Validate footfall, rent, planning status and available premises.

MAP CHECKED 15 AUG 2026