

FUKU Coral Gables

Market Opportunity Analysis

Target consumer, market sizing, and strategic recommendations · March 2026

01 — National consumer profile (MRI-Simmons)

Peak age index

166

Ages 18–24

Secondary peak

146

Ages 25–34

Gender split

Even

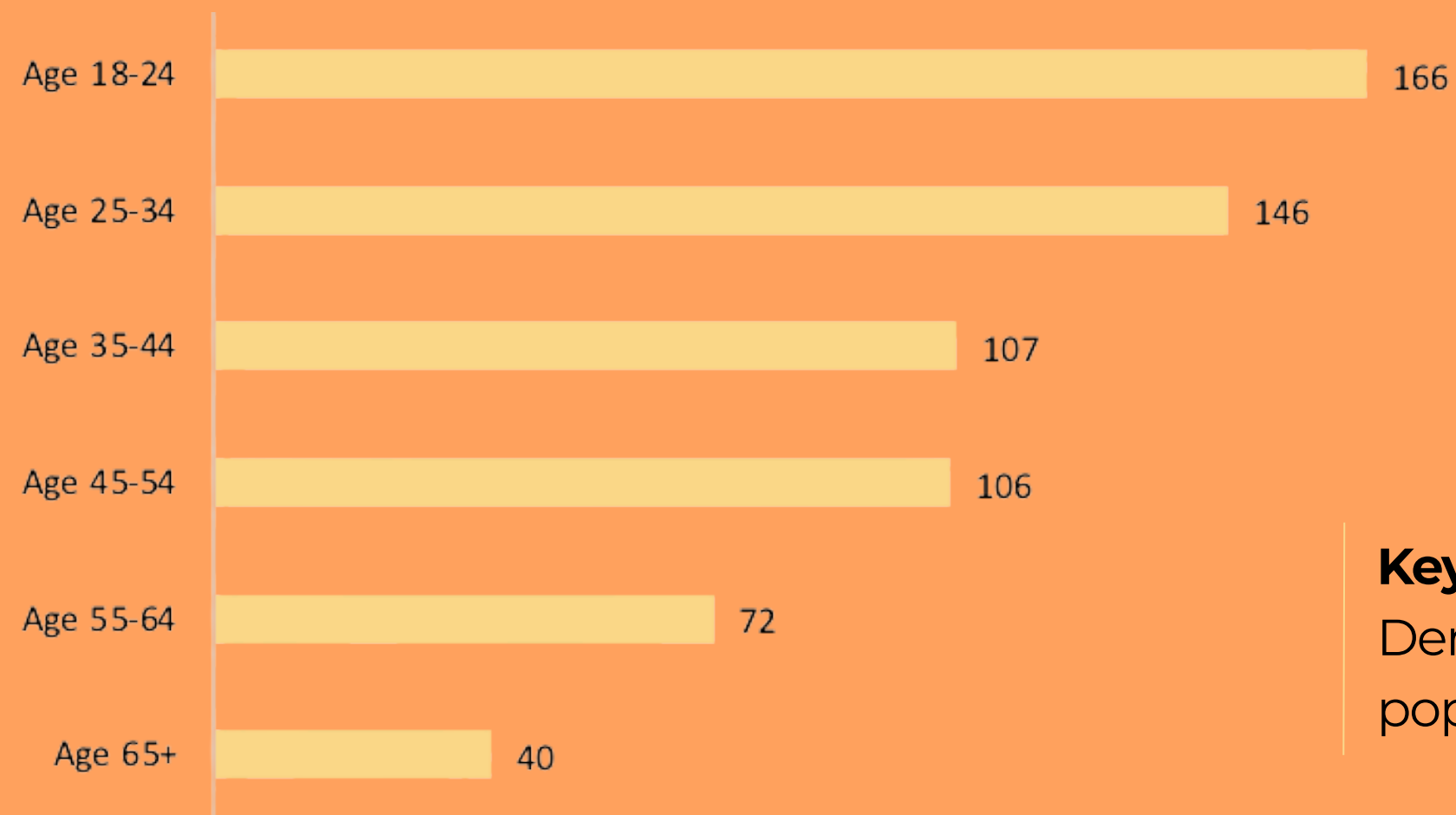
M: 98 · F: 102

Income sweet spot

\$50–125K

HHI index peak

Raising Cane's index by age (100 = national average)



Key signal: Fast-casual chicken is a decisively 18–34 category. Demand drops sharply after 45. Coral Gables + UM's student population maps almost perfectly onto this profile.

02 — Coral Gables market profile (U.S. Census)

Total population

50,379

City of Coral Gables

Median HH Income

\$134K

2.7× national avg

Bachelor's or higher

73.6%

Highly educated

Hispanic / Latino

58.8%

Residents

Race / ethnicity

Hispanic/Latino: 58.8%

White alone: 46.2%

Black alone: 4.1%

Asian alone: 3.3%

Other: 8.3%

Age 18–34 breakdown

Ages 15–19: 2,950 (4.7%)

Ages 20–24: 6,952 (13.8%)

Ages 25–29: 2,494 (5.0%)

Ages 30–34: 2,682 (5.3%)

Total 18–34: ~13,898

MRI gap analysis

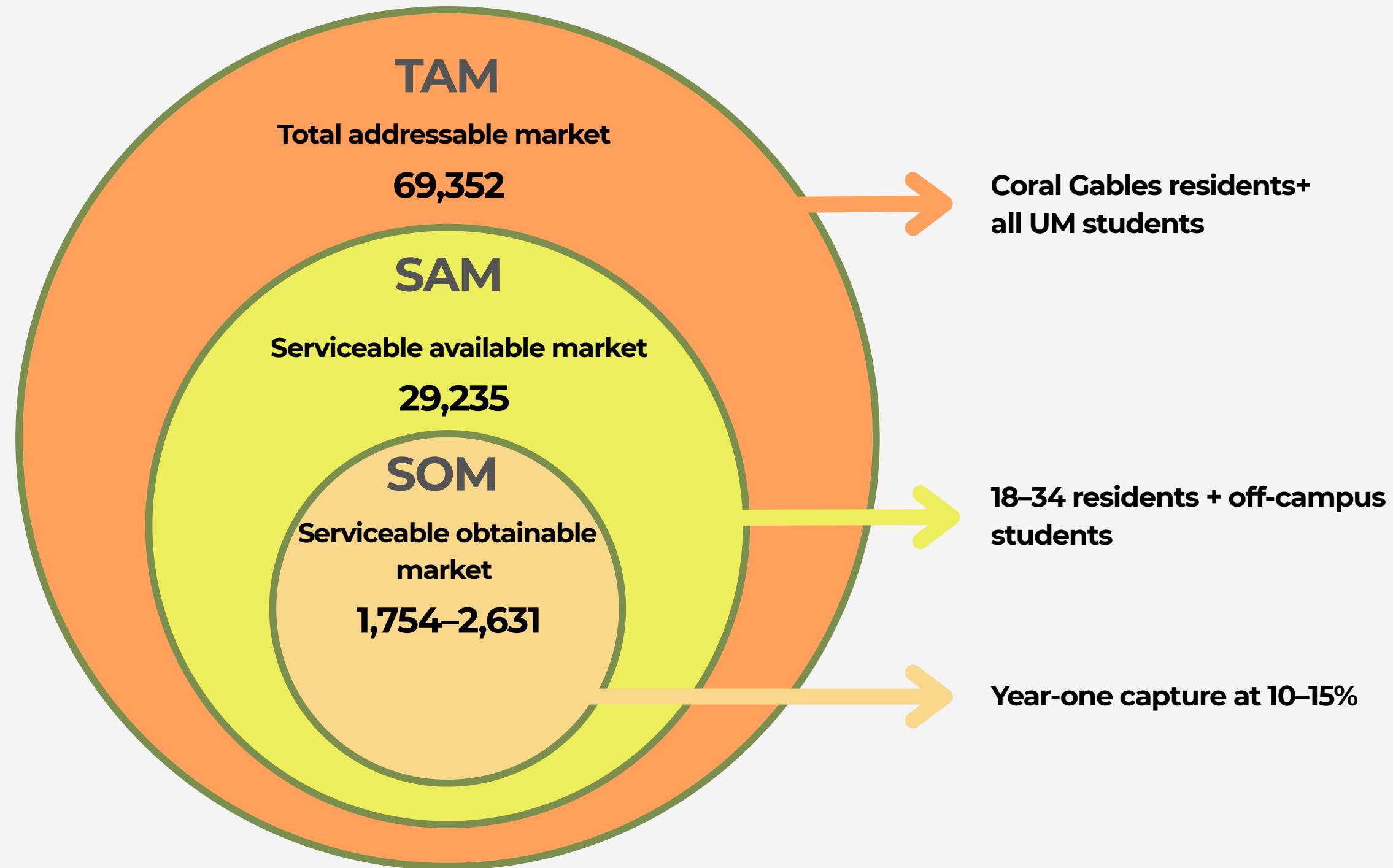
Income far exceeds MRI sweet spot (\$50–125K). Education skews above typical QSR buyer. Hispanic majority aligns with multicultural MRI signal. Gap = opportunity to premiumize.

03 — University of Miami student base (University of Miami Common Data Set 2025–2026)

Total enrollment	Median undergraduates	Off-campus undergraduates	Graduate students
20,104	13,241	8,474	6,863
<i>All students</i>	<i>65.9% of total</i>	<i>64% live off campus</i>	<i>Likely off-campus</i>

Why this matters: 8,474 off-campus undergrads + 6,863 grad students = 15,337 students in the immediate Coral Gables trade area — all aged 18–34, food-motivated, and convenience-driven. This is FUKU's core captive audience.

04 — Market size calculation (TAM → SAM → SOM)



Year-one realistic customer base: 1,754 – 2,631 unique customers. This is the addressable base before accounting for tourist / visitor foot traffic on Miracle Mile, which would expand these figures further.

Who is FUKU's customer?

The data points to two distinct buyer personas

MRI-Simmons, Census, and UM enrollment data reveal a clear picture of who will walk through FUKU's door and what will bring them back.

The UM Student

The Coral Gables Resident

Maya Smith



Maya Smith

University of Miami Junior

- Age** : 21
- Role** : UM Junior (Biology major, pre-med track)
- Lives** : Off campus, Coral Gables
- Budget** : \$10-\$15 per meal
- Dines Out** : 4-5x a week

Motivations

Convenience near campus, social dining with friend groups, value for money, Instagrammable food, trying new spots

Challenges

- Avoids places that feel too "college-heavy" or crowded
- Long wait times = immediate drop-off
- Doesn't want fast food quality at premium prices
- Limited fast-casual options that feel "worth it"

Social media

Discovers restaurants on TikTok and Instagram, shares food content, influenced by peers and creators, checks Google reviews before going

"If I can park fast, get it quick, and it's actually good, I'm coming back every week."



Decision Triggers

- 5-10 min total experience (parking + order)
- Visible line length (walks away if too long)
- TikTok-worthy food presentation
- Combo pricing under \$15
- Friends going / group plans

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- High-frequency lunch + dinner user (3-4x/week)
- Group orders increase average ticket size (\$30-45)
- Drives directly past Miracle Mile multiple times weekly
- Strong word-of-mouth + TikTok amplification

Carlos Garcia



Carlos Garcia

Young Professional

- Age** : 31
- Role** : Portfolio Manger
- Lives** : Coral Gables resident, owns condo
- Income** : \$185K
- Background** : Hispanic, Bilignual

Motivations

Quality over price, culturally familiar flavors, quick weeknight meals, supporting local Miracle Mile spots, weekend social dining

Challenges

- No parking = instant pass during Miracle Mile lunch rush
- Hates waiting in line after ordering from the office
- Generic fast food doesn't feel worth the calories
- Limited casual after-work spots with good parking

Social media

Uses Instagram to discover new spots, reads reviews on Yelp and Google, shares dining experiences, follows local Miami food accounts

“If I can park fast, get it quick, and it’s actually good, I’m coming back every week.”



Decision Triggers

- Clean, modern store experience
- Quick pickup (<10 min total)
- Menu that feels premium but approachable
- Visible product quality (crispy, fresh, well-presented)
- Easy parking or short walkability

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- Higher average ticket size than student segment
- More consistent weekday lunch + early dinner traffic
- Strong repeat customer if experience feels elevated
- Expands brand beyond “college fast food”

Campus activation - MHBS Catering

WHY CATERING

- Food truck + marketplace not feasible this semester
- No permits, no waitlists, no barriers
- Puts FUKU directly in front of 100+ target customers in one event
- Lowest-friction campus entry available right now

WHY IT WORKS FOR FUKU

- MHBS events attract both UM students and young professionals working in and around Coral Gables
- These are FUKU's two exact target personas, together, in one social setting
- Networking events naturally drive conversation, discovery, and word-of-mouth
- No other activation creates this dual-audience opportunity

HOW IT HAPPENS

4-step playbook

- 1 Identify the event**
Find an upcoming MHBS networking or recruiting event this semester
- 2 Make the connection**
Reach out to MHBS event coordinators and propose FUKU as the caterer
- 3 Coordinate with FUKU**
Align on menu, pricing, setup, and branded presentation
- 4 Capture the moment**
Collect student feedback and social content to measure impact

