

# 1.Introduction

## 1.1 Background:

The capital of Saudi Arabia.

With a population of 7.3 million, Riyadh is the capital of Saudi Arabia and the largest city on the Arabian Peninsula. Riyadh is becoming a leading and an attractive city for tourists and entrepreneurs.

Many citizens of the capital city spend their time nowadays in Restaurants and cafes, specially that we are having many squares or venues that offer both good site places, high quality local, and franchised restaurants and cafés.

For entrepreneurs investing and opening specialty cafes and restaurants would be a great opportunity for them, especially after opening doors for foreign investors to invest in Saudi Arabia.

## 1.2 Problem:

Having a big city like Riyadh, we are aiming to find the best neighborhood to open a shop specialized in desserts and unique coffee.

So, we are choosing two neighborhoods in the capital of Saudi Arabia where hundreds, even thousands of people visit every day.

As a university student, I can see that we spend most of our time near collage, whether we are studying, doing projects or having fun during our breaks. So, I chose to compare two neighborhoods where one of the largest universities of Riyadh is located.

### 1.3 Target Audience:

This report can help entrepreneurs who are looking to open a coffee shop near one of the largest Universities in Riyadh, Saudi Arabia.

## **2. Data:**

### 2.1 Data Description:

I'll briefly speak about the university I have chosen as my main locations.

#### **King Saud University:**

Founded in 1957, King Saud University is a non-profit public higher education institution. Officially accredited and recognized by the Ministry of Education, Saudi Arabia. King Saud University (KSU) offers courses and programs leading to officially recognized higher education

degrees such as pre-bachelor degrees (i.e. certificates, diplomas, associate or foundation degrees), bachelor degrees, master degrees, doctorate degrees in several areas of study. In addition to scholarship and research, King Saud University provides health and social services to the entire Saudi community, as extending and expanding such services are an essential component of KSU's comprehensive development plans. Free health services, vital to any society, are offered by King Khalid University Hospital (KKUH), which possesses highly qualified consultants, carefully chosen physicians, and the finest nursing staff and general personnel possible.

#### Foursquare API:

I'll be using Foursquare API to explore the nearby venues for both Bulaq, Cairo and Cairo University in order to find the most accurate place to open the shop. I looked for venues up to 4 KM range from the longitude and latitude of both destinations.

From the Foursquare API I'll be retrieving the following values:

- Name
- Category
- Latitude
- Longitude

#### Resources:

[King Saud University \(KSU\)](#)