

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 a neighborhood 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.