

# 1.Introduction

## 1.1 Background:

The capital of Egypt

With a population of 7.7 million, Cairo, resembling the capital of Egypt, is easily the most populated city in Egypt. Cairo is becoming a leading attractive city for tourists, citizens and entrepreneurs.

As many know, the most spent time for citizens in Egypt and Cairo is in restaurants and cafes especially that Cairo has a lot of squares and venues that offer both good site places and high-quality restaurants and cafes

For entrepreneurs investing in restaurants and cafes would be a great opportunity, especially after opening the doors for foreign investors to invest in Egypt.

## 1.2 Problem:

Having a city such as Cairo, we are looking for the best neighborhood to open a coffee shop.

We are choosing between two neighborhoods in Cairo where hundreds, even thousands of people visit every day.

As the data in the population page of Greater Cairo represents, the largest populated neighborhood in Greater Cairo is Bulaq, with a population of 992,209 and a population density of 76,856/km<sup>2</sup> as of 2019. (site listed in the Resources section)

And as a citizen that lives in Cairo, I can see that a lot of people live or go near the University of Cairo, as it's one of the biggest universities in Cairo and Africa as a whole. As a university student I can see that we spend most of our time in cafes whether we are studying, doing projects, having fun or going out with friends.

So, I chose to compare two neighborhoods where the most population is at, and the most frequently visited neighborhood (Near Cairo university).

### 1.3 Target Audience:

This project can help entrepreneurs who are looking to open coffee shops near one of those two places above.