

**Choosing the district, where to open an Italian Restaurant in Saint-  
Petersburg, Russia  
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## **1. Introduction**

### **1.1. Background**

Starting your own business is always a challenge and big risks, something can always go wrong. You may not have enough money, your product may not find a response from buyers, you may be wrong with the chosen marketing strategy, or choose the wrong place to open your business. Among other things, opening your own restaurant is one of the most difficult beginnings in my opinion. Choosing the right area to open is a difficult choice and a lot depends on it. Will there be a sufficient number of people around, how strong is the competition and if there is none at all, then perhaps for a reason.

### **1.2. Problem**

In this study, we will consider one of the factors for the successful opening of a restaurant - the population density in a particular area of St. Petersburg and the number of Italian restaurants open around. We will be based on the fact that if there are no Italian restaurants in a certain radius in the area, then this area is not suitable for us, since most likely other restaurateurs conducted research and the absence of an Italian restaurant in it for a reason.