

Opening a new restaurant in Oran

A. Introduction

A.1. Description and Discussion of the Background

Oran is a city in Algeria and it is located in the northern west of the country, also considered as the second most important city after the capital Algiers, due to its commercial, industrial, and cultural importance. Oran area is around 2,121 km² and its population was 1,454,078 in 2008 date of the last census. The city is well known for the hospitality of its inhabitants and also by its warm summers and beautiful beaches that attract thousands of holiday-makers. The new highway realized since 2009 has raised the number of visitors from the cities around, so it became easier for families or groups of friends to come spend some time in Oran and then come back home.

So it is a good idea to open a restaurant in that city, but with increasing number of restaurants it requires serious consideration and is a lot more complicated than it seems, our business question is to determine in which area can a restaurateur open a new restaurant in a way that it will be more profitable?