

1. Introduction

Perú is a country located in western South America and well known by its ancient history as well as for its tourist places. Also the Peruvian food is considered as one of most important in the world due to its diversity and special taste, however there are also many restaurants from different countries which in some way compete in a business that is growing year by year and has become very competitive. Lima is the capital of Perú and a very crowded city with almost 10 million people living there and grouping almost the 40% of restaurants of the country. So in order to enter in the business of restaurants is important to analyze some aspects before jump into it, for example the location to define in which neighborhood would be good to place a new restaurant, also what kind of food are going to prepare?, would be a good idea to place a Peruvian restaurants or a foreign one?. We will try to answer these questions in order to define what kind and where a new restaurant could be placed.