1. Inroducution

1.1 Background:

The capital of Saudi Arabia.

With a population of 7.3 millions, 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 citiziens of the capital city spend their time nowadays in Resaurants 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 speciality cafes and restaurants would be a great opportunity for them, specially after opening doors for forign investors to invest in Saudi Arabia.

1.2 Problem :

Having a big city like Riyadh, We are aiming to find the best neighbourhood to open a shop specialized in desserts and unique coffee.

So we are choosing two neighbourhoods in the capital of saudi Arabia where hundreds, even thousands of people visit everyday.

As a university student, I can see that we spend most of our time near collage, wether we are studying, doing projects or having fun during our breaks.

So I chose to compare two neighbourhoods where two of the largest universities of Riyadh are located.

1.3 Target Audience:

This report can help entrepreneurs who are looking to open a coffee shop near one of two largest Universities in Riyadh, Saudi Arabia.