

Prospects of a Lunch Restaurant in Paris, France.

What is the best place for my restaurant business in Paris?

A.1. Background

Paris is the capital of France and the most populous city in this country. The City of Paris is part of île-de-France region and it is considered as one of economic centers in Europe. It is multicultural city and provides many business opportunities. It is also known by its history with presence of historical buildings and museum like museum of Louvre and a global cultural icon of France and one of the most recognizable structures in the world - The Eiffel Tower .

And in this beautiful, interesting city soon there will be a large and remarkable event – Summer Olympic Games. After a century of waiting, the French capital will once again be hosting the summer Olympic Games.

The 2024 Summer Olympics (French: Jeux olympiques d'été de 2024) and commonly known as Paris 2024, is a forthcoming international multi-sport event that is scheduled to take place from 26 July to 11 August 2024 in Paris.

Such an event is a good reason for entrepreneurs to take the chance to open up their business and take their place in the restaurant market of Paris

A.2. Problem Description & Objective

Paris is famous by its culinary art and haute cuisine and presence of star-studded Chef. The city is home of the finest and most diverse haute cuisine restaurants in the world. In addition to French cuisine, food culture includes also an wide array of international cuisines influenced by multiculturalism of the town.

Ahead of the Paris 2024 Summer Olympic and Paralympics Games,

- can we locate and recommend to anyone who wants to open a new restaurant or café in Paris which neighborhood will be best choice to start.
- how could we provide support to different visitors to list and visualize Paris neighborhood (called arrondissements in French) that fit their needs in term of culinary/ food venues.

The success criteria of the project will be a good recommendation of neighborhood choice based on the existing palette of competitive venues.

- Who are the (Ho)ReCa competitors in that location?
- Cuisine served / Menu of the competitors
- Segmentation of the neighborhoods

A.3. Target Audience

- Entrepreneurs and companies who want to invest, open or expand a restaurant business.
- Gastro-Tourist before visiting the city decide which area will be better and more interesting to visit and suit best for accommodating.
- Freelancers and companies who are interested in investing in real estate with an aim on the tourism industry.