

Search for a bakery location in Barcelona (Spain)

Battle of Neighborhoods – Capstone Project

1. INTRODUCTION

Barcelona (BCN) is the capital from Catalonia (region and province from Spain). With a population of 1,7 million people is the second city in Spain and one of the most populated in the EU. As a global leading tourist, business and cultural centre it offers to residents and visitants all kind of products and services and has an extensive transportation network by sea, air, train and motorways to Spain and the rest of Europe. Small businesses and start-ups are continuously establishing due to all this facts plus a nice climate and lively/friendly character from citizens.

Business Problem

In this project an investor is interested in placing a “gourmet” bakery in Barcelona city and since “Location” is one of the most important success Bakery’s KPIs (others are: product quality, price and range, processes, business plan and persons) has asked us to help him to decide which neighborhood (one or top five) could be the most convenient having into account:

- Barcelona city has 73 neighborhoods (included in 10 districts)
- **Competition:** more than 400 hundred bakeries spread all over the city. Number of bakeries in selected neighborhood/s should be low. Avoid neighborhoods having more than one recognized as “best bakeries”
- **Population and density** should be high rated (high people flow could be a plus -tourists and citizens coming from other neighborhoods- but residents population should be high however
- Product prices will be higher than average due to quality. Try to avoid neighborhoods having comparatively low **Family income**.
- Store **Rental prices** (€/m2 month) should not be excessive in any case.