

Capstone Project- The Battle of Neighborhood

Introduction/ Business Problem

How to choose the best location to open restaurant in Germany?

Your restaurant's location affects the success of your business and the speed at which your investments are paid back. A good location provides you with a stable traffic of customers and high profits. Of course, when you are planning on [how to start a restaurant](#), you need to consider many other important points. For example, there is no single perfect concept that will lead to unconditional prosperity for your business, no matter what location you choose. Here is some universal advice: Rent or buy premises that fit your concept, and don't fall for a place just because it's cheap. The saving is not worth it. Check out the general calculations on how much investment you need to see the whole picture. Now, let's take a look at the key factors when you choosing the right restaurant location

Concept

Every location has a certain potential but it won't guarantee stable profits one way or the other. Moreover, if you fail to take full advantage of a promising location, you won't be able to avoid financial loss.

- 1) **Restaurant style:** The first thing that you need to decide is what kind of food you want to serve in this restaurant. Having this set of stone will make other thing easier.
- 2) **Prepare the menu:** the main feature of the restaurant, apart from the location and design, will be the menu and entrepreneurs will need to prepare it with dedication and attention.
- 3) **Area:** Usually, the concept, target audience, and actual location are closely related. For example, a convenient traffic interchange with metro station and bus stops doesn't mean a steakhouse will succeed there. This concept simply doesn't fit that neighbourhood. After all, the average check at such places is about \$100. And people who are used to paying that much for a dinner won't usually stick to the metro station nearby even if they use it on daily basis. Therefore, it is important to define a target audience of your restaurant.
- 4) **Visibility:** The obvious advantage of visibility is that it is the best way to let people know of your existence without the additional cost of advertising.
- 5) **Parking:** What is important when choosing a restaurant? Cuisine, atmosphere, and comfort! To which we can add parking. Not surprisingly, restaurants that offer a limited number of parking spaces or have no parking at all will annoy guests and spoil their impression of the place. Of course, a well-planned concept and great cuisine can smooth out the experience of parking 5 blocks away but it's better to avoid this inconvenience. The easier it is to park near your restaurant, the more likely people will remember your service and return.
- 6) **Infrastructure:** Changes in the neighbourhood's infrastructure may affect a restaurant operation. It is well worth becoming aware of development plans for your area. For example, if a brand-new business center is about to open its doors right next to your restaurant, then you ought to put business lunches on the menu.