

New Cafe place in Casablanca

Introduction:

In the city of Casablanca, if an entrepreneur is looking to open new big cafe place, the question is, where would you recommend that they open it? The background of the problem is that in order for a café to be profitable, there must be enough customers, and in order to have enough customers, it is not worth setting up a café in the immediate proximity of existing ones, as well the location must ideal to access, it should be near the middle of the city and close to the main highway.

Let's also make sure that audience is explicitly defined to be the local restaurant entrepreneurs in Casa and they should care about this problem because the location of the new cafe has a significant impact on the expected returns.