Where to open fast food place?

Capsone Proyect

EXECUTIVE SUMMARY

Introduction

Market analysis is a compilation of data on customers, competitors, and the market in which we want to develop, in general, which will serve for its subsequent study. From the analysis of these data, other information is obtained such as market trends, the positioning of the company, the product, among others.

In this case, it will be developed to understand the distributions of different businesses and to foresee the impact of locating a fast food place in a commercially active area with little presence of this service in differences zones in Bogota Colombia

Panorama evaluation

Data from Raddar emphasize that what consumers are most looking for are fast foods, which in the country represent 15% of the total market, with hamburgers taking the biggest slice, with 32%. To the list are added chicken, with 26% of preferences, pizza, with 10% and grills, with 6%, typical 3%, sandwiches 2%

The choice of menu for those who eat lunch in any establishment is concentrated in the fast food sector, showing that 53% of Colombians prefer this.