# How to minimize the impact of competitors on a new opening food location in London

1. Introduction

*1.1 Background*

London one of the most attractive cosmopolitan city in the world and invites many investors. Open a food business is not an easy task since the huge amount of restaurants, kiosks, confectionery and so on. To open a food business there are lots of analysis to do, like choose style, window, menu, design, looking at the financial aspects regarding for example the convenience or not on the rent or the purchase a slot; but one of the most important study to do is the investigation on competitors. Therefore, it is advantageous for entrepreneurs to accurately analyse if an area is a profitable ore there are threats that must be avoided.

*1.2 Project Goal*

This project aim is to analyse in which part of the big city of London it will be convenient for an entrepreneurs open a particular food business in such a way to minimize the impact of competitors.

*1.3 Interest*

This analysis will be done for a specific type of food business (Italian confectionary) but it could be of interest to any type of investor in any city for competitive advantage and business values.