Capstone Project

**Introduction/Business Problem**

**How to Choose the Best Location in London to start an Indian Restaurant?**

Of course, food and facility are significant to the success of a restaurant, but the location can be just as crucial, especially in the early years. Not all locations are suitable for opening a restaurant. It all depends on the style of restaurant, the neighborhood, the targeted customers, amenities, competitors. If these things are clear in one’s mind then they will be able to choose the best location to open up their business with good results. There are many things to keep in mind while opening a restaurant of your choice. The following points need to be considered before the business idea is put into action:

* The style of the restaurant

Does it focus on a specific cuisine?

How do you want the service to be: self-service or table service?

How should be the ambience: casual, fine-dining, or high-end?

* The target customers

To start an Indian restaurant in London, one needs to know the pulse of customers: age group, their tastes, the amount they are willing to spend, are we focusing just on just Indians, or other Asians

* Competition

Another main point to consider is the competitors nearby. How well they are doing their business. What kind of restaurants they are running. Their positives and negatives. How are they attracting their customers? It will be highly competitive if there are similar restaurants in the nearby locations. It is better to look for area where there is less choices and high demand.

* Menu

It is the heart of the restaurant. It is where everything else can be compromised. India being a hub for variety of food from north to south, you should be able to please customers from every part of India.

* Location

Selecting the right location is a challenging tasks of all. Many factors needs to be considered and compromised before you fix the location, like:

* Accessibility
* Parking facility: If the restaurant is located at place where the public transport is less assessable, you have to check the parking facilities. If customers have to walk a fair distance to get to your restaurant, they may opt to go somewhere else "more convenient."
* Cost
* Building type and size