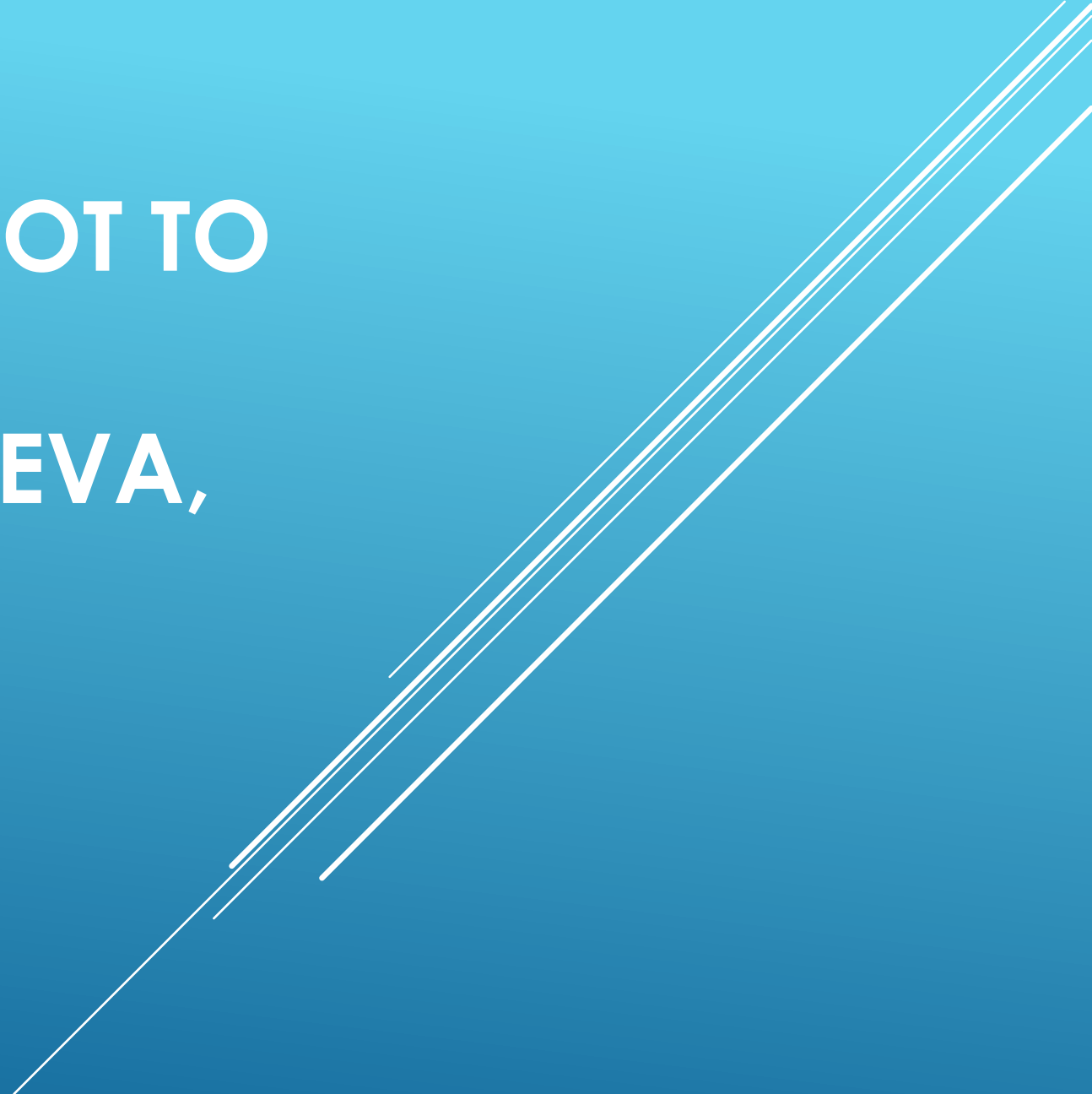


# FINDING THE BEST SPOT TO OPEN AN ITALIAN RESTAURANT IN GENEVA, SWITZERLAND

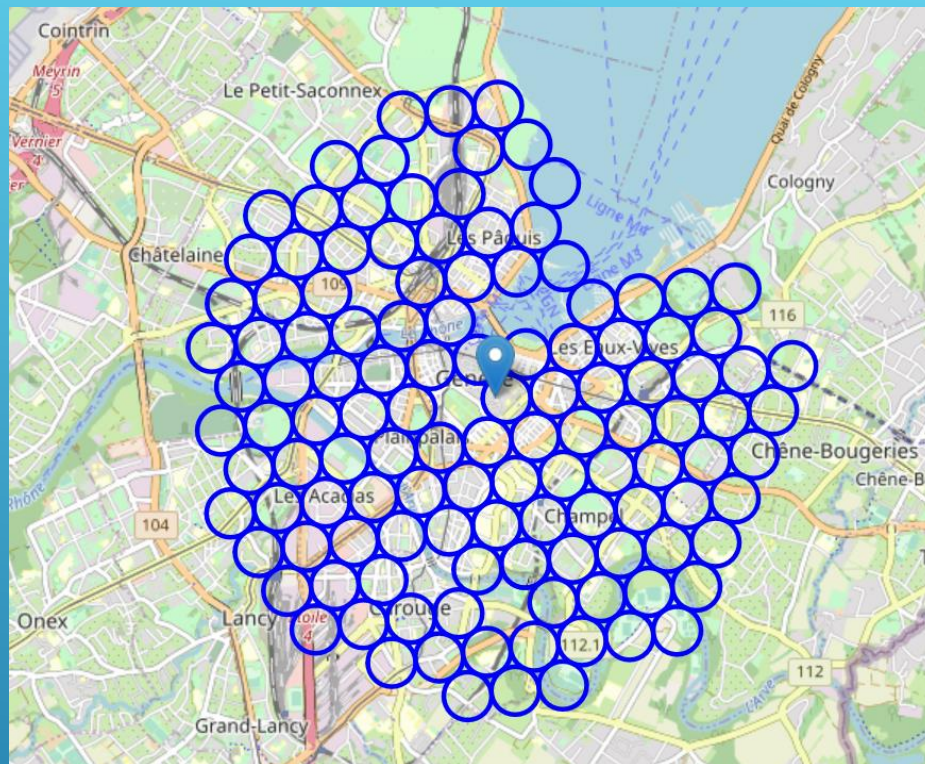


- ▶ Opening a new restaurant is risky
- ▶ Profit perspectives are very attractive
- ▶ Especially true for Italian restaurants with low production costs

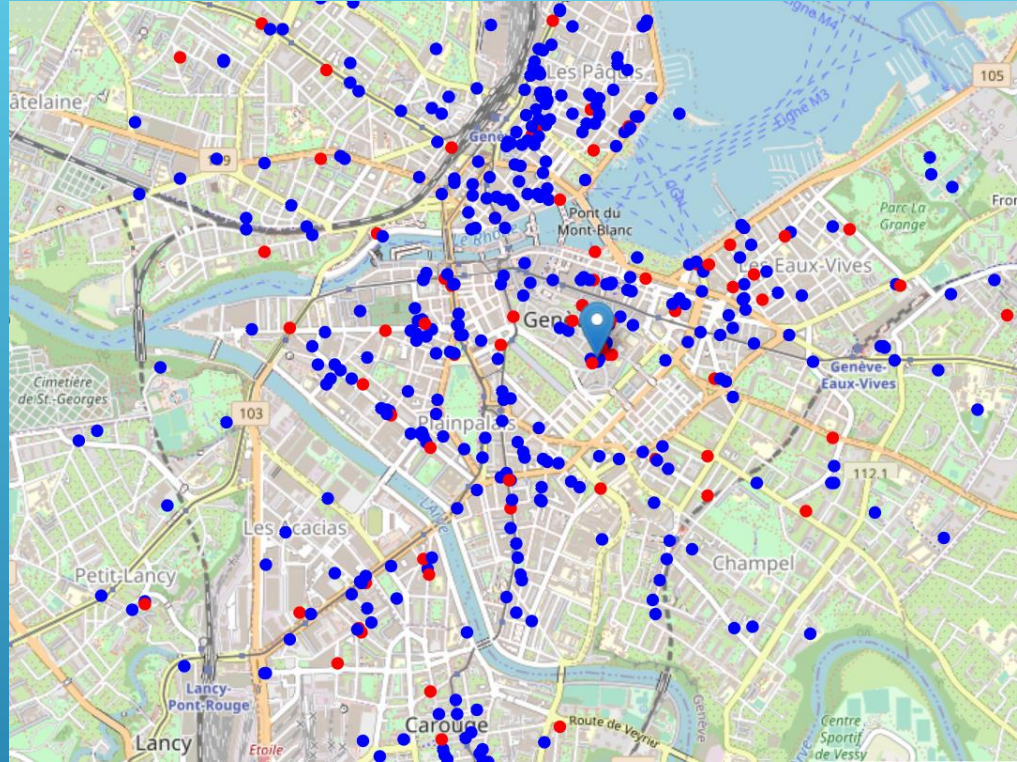
# INTRODUCTION

- ▶ Lowest number of restaurants in the vicinity
- ▶ Lowest number of **Italian** restaurants in the vicinity
- ▶ Smallest distance to the city center

## SELECTED CRITERIA



AREA OF INTEREST

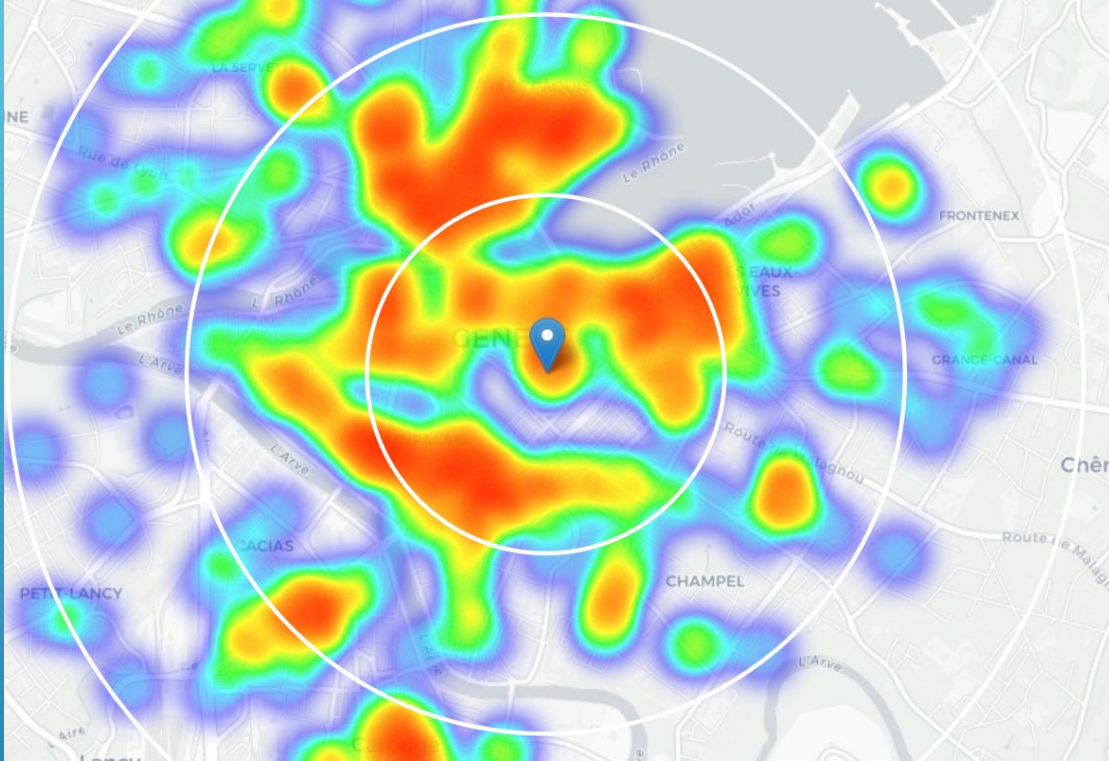


BLUE : RESTAURANTS

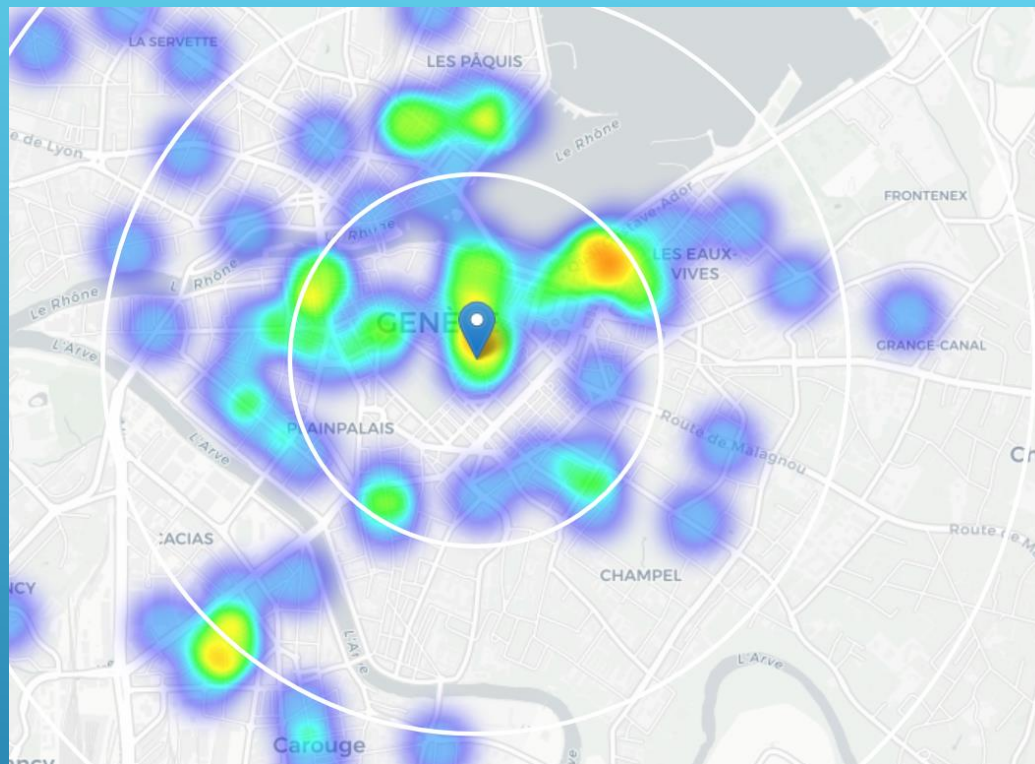
RED : ITALIAN RESTAURANTS

# RESTAURANTS IN THE AREA

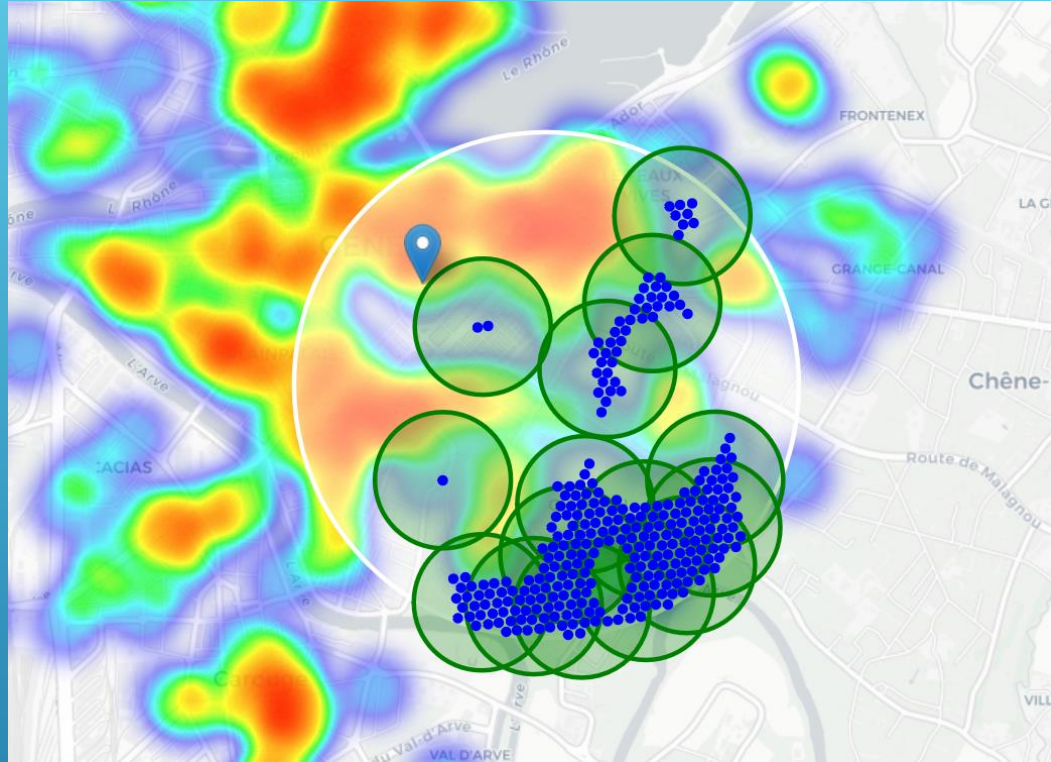




# HEATMAP OF RESTAURANTS

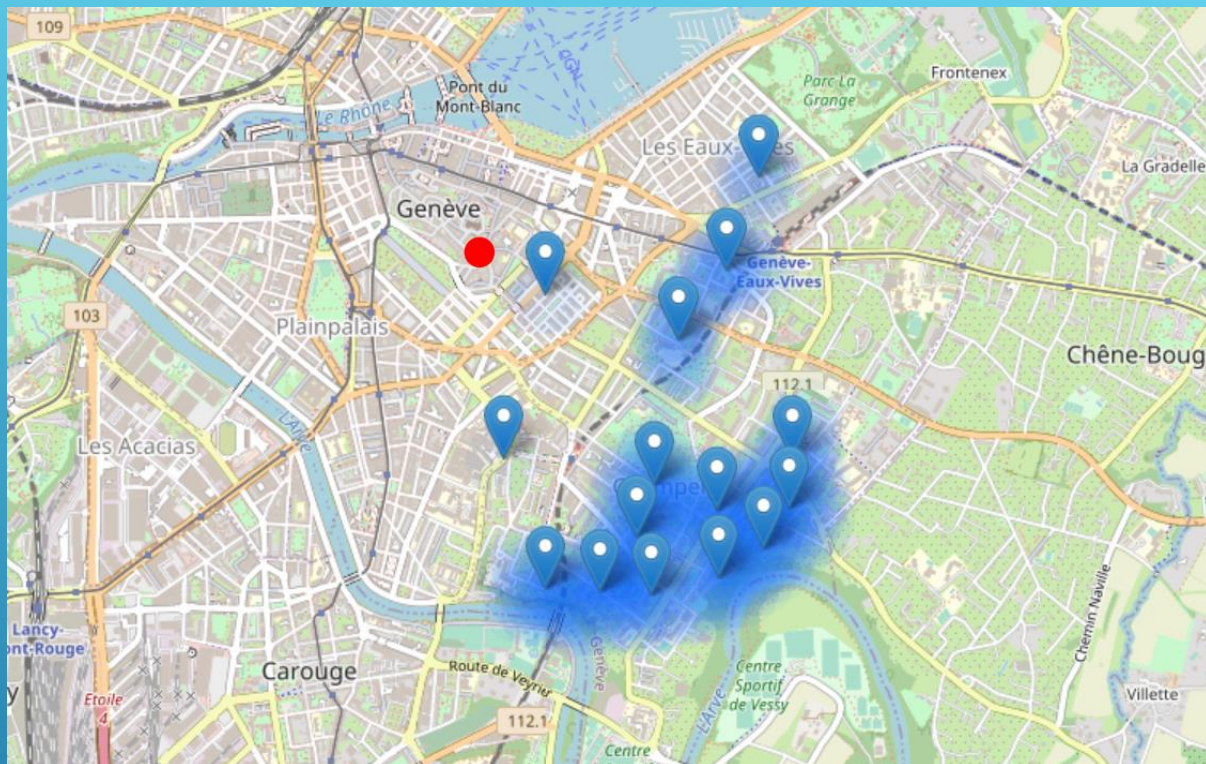


# HEATMAP OF ITALIAN RESTAURANTS



CLUSTERS OF CANDIDATE AREAS





# MOST PROMISING SPOTS

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Addresses of centers of areas recommended for further analysis

=====

|  |                                      |
|--|--------------------------------------|
| Chemin des Glycines 8, 1206 Genève           | => 1.7km from Place du Bourg-de-Four |
| Avenue Théodore-Weber 2, 1208 Genève         | => 1.0km from Place du Bourg-de-Four |
| Chemin des Crêts-de-Champel 24, 1206 Genève  | => 1.5km from Place du Bourg-de-Four |
| Avenue Peschier 24, 1206 Genève              | => 1.2km from Place du Bourg-de-Four |
| Rue Le-Corbusier 40, 1208 Genève             | => 1.6km from Place du Bourg-de-Four |
| Route de Malagnou 30, 1208 Genève            | => 0.9km from Place du Bourg-de-Four |
| Chemin des Clochettes 4, 1206 Genève         | => 1.6km from Place du Bourg-de-Four |
| Chemin de la Tour-de-Champel 12, 1206 Genève | => 1.4km from Place du Bourg-de-Four |
| Avenue Peschier 41, 1206 Genève              | => 1.5km from Place du Bourg-de-Four |
| Chemin de Beau-Soleil 12, 1206 Genève        | => 1.7km from Place du Bourg-de-Four |
| Rue Ernest-Bloch 54, 1207 Genève             | => 1.2km from Place du Bourg-de-Four |
| Chemin du Pré-de-l'Ours 4, 1206 Genève       | => 1.7km from Place du Bourg-de-Four |
| Avenue de Miremont 27A, 1206 Genève          | => 1.4km from Place du Bourg-de-Four |
| Rue François-Bellot 10, 1206 Genève          | => 0.3km from Place du Bourg-de-Four |
| Avenue de Beau-Séjour 2, 1206 Genève         | => 0.9km from Place du Bourg-de-Four |

# ADRESSES TO EXPLORE FURTHER