

Part 1: Capstone Project - The Battle of Neighborhoods

Introduction/Business Problem:

How to choose the Best Place to start a Pizza Restaurant in Bronx, New York?

Opening a restaurant is all about location. However, not every restaurant is suitable for every location, and vice versa. It comes down to a combination of restaurant style, target audience, your competitors. If you can define your restaurant type and identify your target demographic and its most populated areas, you'll be well on your way to choosing a restaurant location that sets your business up for success. There's a great deal of work, arranging and readiness that goes into opening a restaurant. Here are a couple of tips on the best way to open a restaurant in Bronx, NY city and a few stages you'll have to take so as to accomplish your objective.

1. Restaurant style:

The first thing you have to choose is the thing that kind of restaurant you need to open and the style it will hold. Having this set in stone will make the other steps a lot easier. To make things somewhat simpler, here are three classes you have to consider:

- Food
- Service
- Atmosphere

Do you want to open a casual, self-service cafe? Or a fine-dining, high-end restaurant?

2. Target Market:

In order to open a Pizza restaurant in Bronx (NY), you need to be familiar with exactly who you are aiming to bring into your venue. Are you targeting audience from people with different origin? You need to also be aware of the age group, the location, the amount of money they are willing to spend.

3. Competitors:

As well as familiarizing yourself with your customers, you must do so with your competitors. Look at similar businesses in your area and well-renowned

restaurants of the same category. Consider the ways in which they market themselves and the service they provide. You'll need to be able to compete with these establishments, so take on board what they're already doing and better it. Know about the kind of your foundation and the quantity of comparable restaurants in the territory you are hoping to open it. If there is already a lot of them, chances are you're entering business in an over-saturated area and the potential for you to succeed quickly may be diminished. Consider opening in a region where there is a hole in the market and interest for your administration. Does your evaluation to guarantee you have the correct area to suit your restaurant?

4. Location & Premises:

There are many factors that will contribute to where you decide your premises to be. It can be challenging to find a venue that will factor in all of your conditions, so it is likely you will have to compromise on a few things. Few factors to consider are investment, staff paychecks, maintenance, etc.