Bangladesh is a country of over 150 million people with a GDP of 250 US Billion dollars. After its independence from Pakistan in 1971, Bangladesh has moved itself from being an under-developed to a developing country within a span of 30 years. As the economy has grown and still growing at a fast pace (600% increase in GDP within 60 years), the buying power of general people is also increasing rapidly. One of the indicators of this event is the burgeoning growth of restaurants around the country, especially in Dhaka, the Capital city of Bangladesh. While it was hard to find a decent coffee place around the capital around 1980-90s, now-a-days big chains like Starbucks, Gloria-Jeans are found at every corner of the city.

In a statistical report by Bangladesh Bureau of Statistics, it is cited that the restaurant market in Bangladesh will reach a whopping 56 Million USD, contributing around 2.1% of the total GDP of Bangladesh by the year 2021. Several social changes can be selected as the reason of this upward trend. As the economy is growing, most of the people in the city are working and they are looking for affordable options for their daily eating routine. At the same time, people under 25, which is 50% of the total population, prefers the ever-growing market of fast foods. Another interesting reason can be attributed to the dating habit of the younger generation. In Dhaka, it is hard to find a calm and quiet place where you can spend time with your loved ones as it is the most densely populated city in the world. The restaurants provide an alternative where people can go spend some quality time with their better halves.

Dhaka, being the most densely populated city in the world, is a place where the availability of jobs is scarce compared to the number of people. That is why, a great number of people is looking for entrepreneurship opportunities to make a living. Restaurant business, being one of the most burgeoning market in Dhaka, is where the people are trying to invest most. In this report, I plan to identify the preference of people around different neighborhoods in Dhaka city over different types of restaurants. I believe, this report will help a lot of young and upcoming entrepreneurs who are looking to invest in restaurant business around the neighborhood they are living in, to help them decide on the type of restaurant they should invest.