**INTRODUCTION**

Visakhapatnam is the executive capital of the state, “Andhra Pradesh” in India. The city has a population of 17.3 lakhs as per the census 2011.Visakhapatnam is lovingly called as “Vizag” by its citizens.

The coastal city got diversified menu in almost all the restaurants. Sea foods being the specialty of the city, the type of dishes they offer cover the tastes right from North India to South India. So, when we are looking out to choose a right location for our restaurant the following aspects of a location are considered:

1. **How accessible is the location?**

The Business location should be a free to access for the customers without any special restriction confined to the chosen place.

1. **How visible is the location?**

The Business location chosen should be visible to the people so that they can go in whenever there is a desire to eat. (Indirect Brand positioning)

1. **Who are the competitors?**

Are there any competitors? If so how strong are they in that location would we be able to survive such competition in the starting stages.

1. **What are the places of interest around the location chosen (trending venues)?**

If a location has trending venues around it where more people visit those venues daily, there is higher chance they can come to our restaurant.

1. **Is there at least one restaurant in the neighborhood?**

As zero restaurants indicates the place has not given some good business in that niche.

**BUSINESS PROBLEM**

The major objective of this project is to choose a location for the restaurant in the city, “Visakhapatnam” of “Andhra Pradesh” of “India” with assumptions that, the menu contains both North Indian and south Indian cuisine and the crime rate of the city is uniform and at undisturbedly levels.