

## QUESTION: Instructions

Now that you have been equipped with the skills and the tools to use location data to explore a geographical location, over the course of two weeks, you will have the opportunity to be as creative as you want and come up with an idea to leverage the Foursquare location data to explore or compare neighborhoods or cities of your choice or to come up with a problem that you can use the Foursquare location data to solve. If you cannot think of an idea or a problem, here are some ideas to get you started:

In Module 3, we explored New York City and the city of Toronto and segmented and clustered their neighborhoods. Both cities are very diverse and are the financial capitals of their respective countries. One interesting idea would be to compare the neighborhoods of the two cities and determine how similar or dissimilar they are. Is New York City more like Toronto or Paris or some other multicultural city? I will leave it to you to refine this idea. In a city of your choice, if someone is looking to open a restaurant, where would you recommend that they open it? Similarly, if a contractor is trying to start their own business, where would you recommend that they setup their office?

These are just a couple of many ideas and problems that can be solved using location data in addition to other datasets. No matter what you decide to do, make sure to provide sufficient justification of why you think what you want to do or solve is important and why would a client or a group of people be interested in your project.

## Introduction

There are many kinds of restaurants and catering services. Whether you are interested in starting a café, a bar, family-style restaurant or event catering business, you will be part of the food services industry. Popular types of restaurants and catering businesses include:

1. Gourmet and casual dining
2. Fast-food and food trucks
3. Pubs, bistros and brasseries
4. Coffee shops and cafeterias This will guide and focuses on an individual to restaurants or caterings places for a good meal in Paris France

## OVERVIEW

France is renowned for its cuisine which is the second reason after sightseeing for tourists to visit this city. Paris food sellers give consumers the opportunity to enjoy their food purchases in a variety of locations. Food selling is commonly organized into two groups - food retail and foodservice. While food stores tend to sell pre-packaged food and foodservice outlets tend to be locations where food is served as a meal, these separations are blurring. Restaurants now sell consumers their favorite sauces and dressings from beside the cash register and retail stores sell prepared meals from a "hot & fresh" counter. Different rules apply to these different retail activities. So, when you start a food selling business, it's important to see which rules apply to you. Paris is home to over 12,000 food retailers. This includes:

1. convenience stores
2. farm markets
3. roadside stands
4. grocery stores
5. warehouse clubs
6. drugstores selling food items
7. websites.

Paris, France is home to over 30,000 foodservice outlets.

This includes:

- bakeries
- caterers (including those who run outlets such as employee cafeterias)
- cafés
- foodservice
- vending trucks and chip trucks
- home delivery services

## Choosing the right business form for a French restaurant

Both local and foreign investors have the same rights when it comes to opening a company in France. They all must respect the provisions of the Company Law which provide for several company registration steps before running a restaurant in France

One of the first and most important steps is to choose the business form when opening a French restaurant. Entrepreneurs can choose between the following types of companies available for incorporation in France:

- the sole proprietorship, which is suitable for small restaurants and family food-related businesses, including catering companies;
- the partnership, which is usually the choice of foreign investors who prefer to have a local entrepreneur as a partner;
- the limited liability company, which is by far the preferred choice of both local and foreign enterprisers;
- the joint venture which is another way of starting a restaurant in partnership with a French business. No matter the business form one decides for, French company formation advisors can help them register it with the Trade Register. It is also important to notice that a restaurant business can also run as a branch or subsidiary of a foreign-based restaurant.

## **Company registration, the first step for opening a French restaurant**

In order to set up any type of business in France, one must incorporate a company with the Trade Register. The same requirement is available for those seeking to open a restaurant in France. The most employed vehicle for this type of business is the limited liability company. This type of company must be registered under the commercial and industrial category of professions. Our company registration agents in France can help you with the whole business registration procedure.

## **Mandatory inspections when creating a restaurant in France**

One of the steps which need to be completed before starting to operate a restaurant business in France is to have the premises inspected by the local authorities. The following inspections are mandatory when opening a restaurant in France:

- an inspection from the city hall which will verify if the location respects the protection of minors orders and the operating hours;
- the inspection of the fire department which will verify if the location respects the fire safety requirements;
- the inspection of the police department which is part of the security check commission arranged by the city hall;
- the inspection of the general council which includes the verification of the hygiene regulations. If you want to open a company in France and need support, our local consultants can offer assistance during the registration procedure.

# Licenses for restaurants in France

Once the company registration process is completed, the licensing phase will begin. Opening a French restaurant implies obtaining several licenses related to the food to be processed, the serving of alcoholic beverages and so on. Most of these licenses are obtained with the city hall of the city or town where the restaurant is located.

One needs to fulfill the following conditions in order to be allowed to establish a restaurant in France:

- a notice for the protection of minors must be obtained;
- the opening hours of the restaurant must be approved by the police department;
- for safety reasons, the premises of the restaurant must be inspected by the fire and the police departments;
- for hygiene reasons, the location must be approved by the Department of Social Protection.

The owner must also hire specialized personnel who will first undergo a medical examination.

## THE WHY?

In a world city like Paris where three million people rub shoulders with one another, it is important to be familiar with social conventions.

What time?

In Paris, you can eat out at any time of the day or night ... but not everywhere. Every restaurant keeps its own hours. For popular places, it is best to book and/or get there before 8pm if you want to be sure of getting a seat. Note that, after 10.30pm, many restaurants close their kitchen! You will always find a restaurant open in the middle of the night, but you will have less choice. If you prefer to dine early, some restaurants serve food throughout the day and are therefore open before 7pm.

Where to sit?

Even in busy establishments, Parisians always try to find a quiet table. And as soon as there are a few rays of sunshine, the rule is to opt for a table out on the terrace, even if it is only 13C degrees outdoors. The choice is yours! NB Restaurants are non-smoking so outdoor terraces are often full of smokers. Best avoided if you hate cigarette smoke!

Are there menus for children?

Some restaurants have special children's menus. They are cheaper, serve smaller portions and the dishes are more adapted to the taste of children.

These are the few tips for visitors to Paris might need when it come to dinning.