Introduction/Business Problem: Restaurant Moo

Description of the Problem:

Client would like to open a trendy restaurant that serves local Swiss dishes in Zürich, Switzerland. Restaurant would source dishes out of all 26 Kantons along with coffee from neighbouring Italy. The emphasis would be on high quality food made from fresh local ingredients (i.e. no MSG, etc.).

Restaurant seeks to cater to a stylish upper middle class (i.e. good for business lunches, brunches, and casual coffees). Ambience would be cozy but stylish.

Where in Zürich should the client open the restaurant?

Zürich Background:

1. Most people take public transport throughout the city, so in order to have a high enough level of customer traffic, including from tourists, it would be advisable to be closely located to major transportation hubs.
2. Many restaurants in Zürich serve foreign or vegan food. We can therefore stand in the same neighbourhoods as the non-Swiss specializing restaurants since we offer a different product.
3. Four types of locations possible:
    a. Financial district: one of many restaurants catering to office workers and would have to stand on quality differentiating it from the others. Would also cater to those wanting to eat in a trendy and busy part of town.
    b. Residential areas: would be a local restaurant around houses and parks. Could take in the crowd from parks and people who are working from home.
    c. Lakeside area: the lakeside attracts many people but also has many other restaurants nearby. Competition would be strong so we would definitely need a quality and/or price edge.
    d. In a train station: this would cater largely to the commuter, who would likely require fast, readily portable service and so would not work well with the stylish, traditional, upper middle class theme.

The Proposal:

Here we will use the 4square API to determine useful location data that could help us in recommending where to open the restaurant.

- Where are other Swiss restaurants located?
- What are their customer ratings?
- Are there many neighbouring restaurants? If so, what type of food do they serve?

Here we will determine the location by suggesting an area that does not have high quality Swiss restaurants in the vicinity, is close to a transportation hub and is close to the city centre (Financial District).