

# **CAPSTONE PROJECT - THE BATTLE OF NEIGHBORHOODS IN GURUGRAM**

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## **INTRODUCTION**

Gurugram, formerly known as Gurgaon, is a city located in the northern Indian state of Haryana. It is situated near the Delhi-Haryana border, about 30 kilometres (19 mi) southwest of the national capital New Delhi and 268 km (167 mi) south of Chandigarh, the state capital. It is one of the major satellite cities of Delhi and is part of the National Capital Region of India as of 2011, Gurgaon had a population of 1,153,000.

Gurugram is India's second largest information technology hub and third largest financial and banking hub. Gurugram is also home to India's largest medical tourism industry. Despite being India's 56th largest city in terms of population, Gurugram is the 8th largest city in the country in terms of total wealth. Gurugram serves as the headquarters of many of India's largest companies, is home to thousands of startup companies and has local offices for more than 250 Fortune 500 companies. It accounts for almost 70% of the total annual economic investments in Haryana state, which has helped it become a leading hub for high-tech industry in northern India. Gurugram is categorised as very high on the Human Development Index, with an HDI of 0.889 (2017).

Gurgaon is full of young people working in IT & Manufacturing sector, thousands of professionals' visits hundreds of restaurants in Gurugram. Almost all the restaurants are full on weekends as well as on weekdays. Our idea behind this project is to open a North Indian restaurant near any IT sector area where we can attract lots of professional's lunch, dinner as well as for hangout.

## **BUSINESS PROBLEM**

As part of north India, North Indian cuisine is famous among people in Gurgaon like roti, dal makhani, paneer tikka, chicken tandoori, etc. as because it is local cuisine, readily available & pocket friendly majority of people prefer north Indian food. Our main objective of this project is to finalize a location in Gurgaon where we can successfully open and run our restaurant. We have to finalize our location in the busiest neighbourhood so as to generate good amount revenue as well as excellent star rating to attract more visitors.

## **TARGET AUDIENCE**

- Business professionals who want to open north Indian restaurant in locality
- People who love eating north Indian food