

Business Problem

A new fast food restaurant is to be open for students in Chattisgarh, India. The target audience is MBA students who need food delivery in their hostels late night when they have to do projects and complete assignments. At many places in Chattisgarh late night food delivery startups are not existing right now. An entrepreneur wants to start this restaurant and fast food delivery for late night orders here. So he needs to know the target locations in state of Chattisgarh, India where he can build his food restaurants. The business problem he has determined is how to choose a right and accurate location for choosing a restaurant opening and how profitability depends.

Required Data

The geographical locations of all the small towns and cities of Chattisgarh where feasibility of opening a fast food restaurant is visible, exploration of all different types of restaurants in these locations. Competitors in these cities are also required