

Finding a location for a german/bavarian-style restaurant in Munich

Burkhardt Röper



Goal of the study

Find an appropriate neighborhood for a new bavarian restaurant in Munich

A neighborhood with preferable only a few bavarian restaurants

What is a Bavarian restaurant?

Food is mainly based on porc dishes

Beer always come from a bavarian brewery, mostly even from a local city brewery

The interior is in a traditional and rustic style

Why Munich?

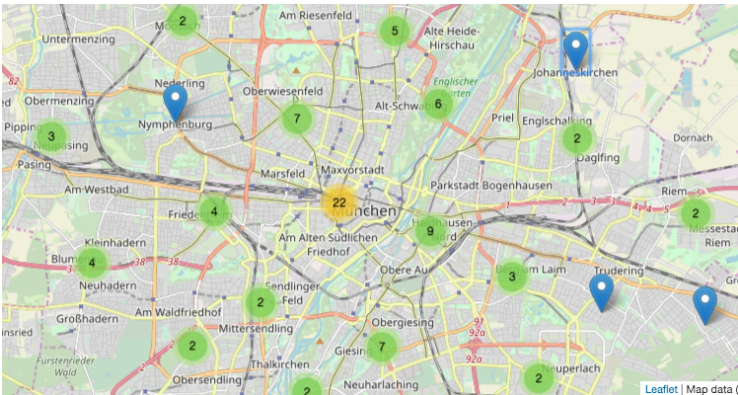
Munich is a growing city, expected to reach from now 1.5 million to 1.8 million inhabitants in 10 years

Munich is the capital of bavaria, therefore the best place for a Bavarian restaurant

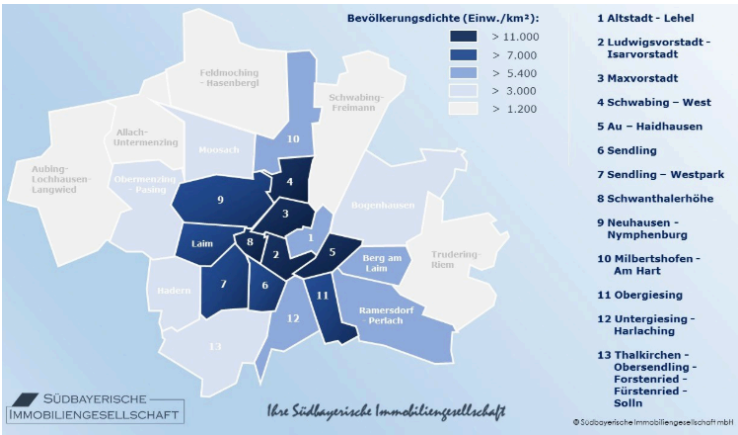
Munich is the city with the highest income available per resident

Data used

Munich neighborhoods
and their population



Population density of
munich neighborhoods



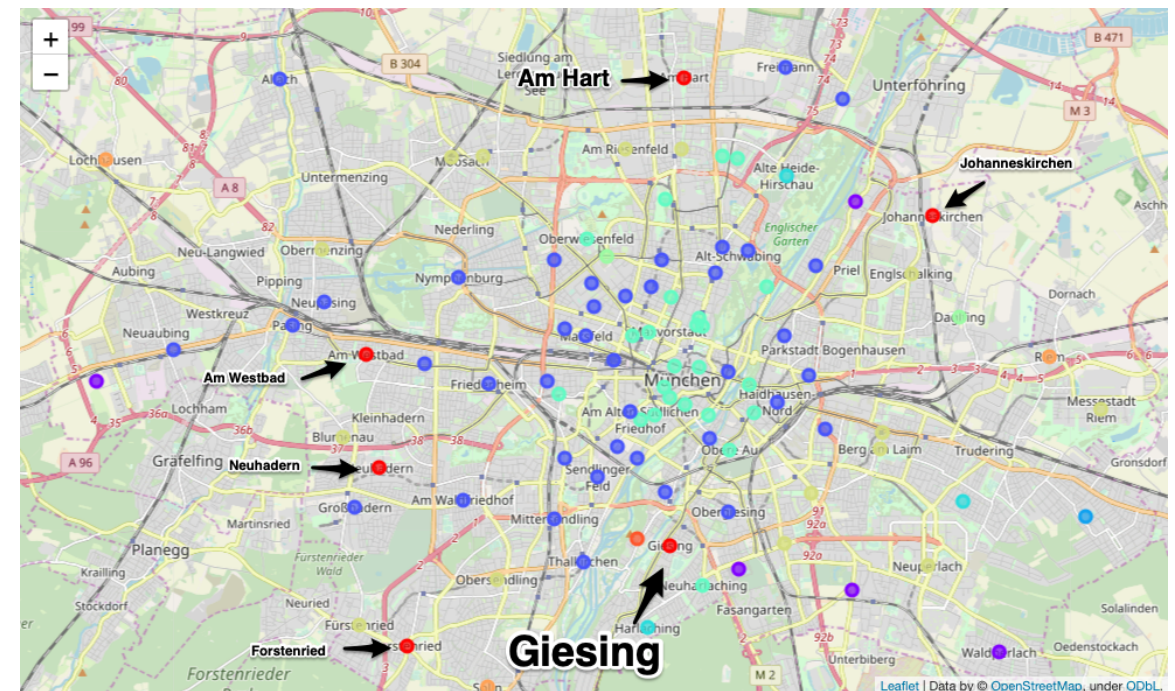
Munich restaurants (from
Foursquare)

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue
0	Alt Moosach	Bakery	Fast Food Restaurant	Burrito Place	German Restaurant	Trattoria/Osteria	Asian Restaurant	Pizza Place	Italian Restaurant
1	Altbogenhausen	Italian Restaurant	Vietnamese Restaurant	Indian Restaurant	Japanese Restaurant	Bakery	Restaurant	Café	Xinjiang Restaurant
2	Alte Heide - Hirschau	Café	Turkish Restaurant	Bakery	Xinjiang Restaurant	Ethiopian Restaurant	Deli / Bodega	Dim Sum Restaurant	Diner
3	Alte Kaserne	Bakery	Greek Restaurant	Fried Chicken Joint	Café	Middle Eastern Restaurant	Doner Restaurant	Italian Restaurant	Restaurant
4	Altperlach	German Restaurant	Pakistani Restaurant	Xinjiang Restaurant	Ethiopian Restaurant	Deli / Bodega	Dim Sum Restaurant	Diner	Doner Restaurant
5	Am Hart	Asian Restaurant	German Restaurant	BBQ Joint	Mexican Restaurant	Xinjiang Restaurant	Ethiopian Restaurant	Dim Sum Restaurant	Diner

Results

Data analysis with clustering-methods showed that the neighborhood „Giesing“ seems to be the most promising:

- no competitors nearby
- high population and population density numbers
- not an outskirt



Final thoughts

- Including only neighborhood and population data may not be sufficient for a decision about opening a restaurant in Munich or not
- Location availability and rental prices should be taken into account
- Nevertheless the study showed where to look for a location