

CAPSTONE PROJECT: The Battle of Neighborhoods.

THÈME:

New fast foot opens in Brooklyn, New
York.

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INTRODUCTION

The fact of eating is not only a natural but also a universal need, which is why the different places where we sell what to eat is considered as the point of convergence of the population. these points of convergence allow people to find each other and share their daily lives while enjoying the menu offered by fast food. These meeting moments can be considered unforgettable for some because of an experience shared with family or between business partners. The advantages of fast food are that there is a wide range of food that we do not often have the opportunity to cook in our homes and that at a reasonable cost. In addition, they contribute to local development and economic communitarianism. In many cities the fast food or restaurants that are being built model their menus on the eating habits of residents of the city on the one hand but also those of tourists who visit the city in question on the other hand. that these places are real centers of attraction for people. Brookling is a city mainly occupied by Africans and built in this city fast food or restaurant meeting their eating habits would be a real lever that would help bring together and flourish the occupants of this city.

BUSINESS PROBLEM

The aim of this project is to find the most suitable location to open an African restaurant in New York. It is important to consider competitiveness and the optimal location to open an African restaurant in Brooklyn, New York. An important factor is to make of course, there are too many African restaurants in this neighborhood as it can stifle new business. The question will be asked as such - where can I open an African restaurant in Brooklyn, New York?

TARGET AUDIENCE

This project is aimed at individuals who wish to open a restaurant in Brooklyn. This will help find the right locations and help make optimal decisions.