

# **Capstone project 1<sup>st</sup> Week, 1<sup>st</sup> part**

## **Introduction/Business problem**

### **Problem definition, background**

A European restaurant chain owner wants to open a new restaurant overseas notably in Chicago in the USA.

The investor operates the increasingly popular fine cuisine restaurants, specializing in a special vegan menu offers.

He chose this big city based on the basis of preliminary market research of the Midwest region, but he wants to learn more about the conditions within the city so that he can choose a suitable place to open his restaurant.

The investor prefers those areas that are frequently visited by tourists and local residents, and they're gastronomically popular, but there aren't many fine cuisine restaurants.

### **Audience, stakeholders**

Despite the fact that the current project is about a single investor, the problem and the proposed solution can be well applied to meet the needs of companies and investor groups.