

COURSERA CAPSTONE PROJECT

THE BETTLE OF NEIGHBORHOODS

The Battle of Neighbourhoods

Part 1: A description of the problem and a discussion of the background?

Part-1: Introduction: How to choose the Best Location to start an Starbucks cafeteria in London?

As a restaurant owner, to find the perfect location to help make your operation a true success. It's important to remember that a restaurant's location is as important to its success as great food and service. You should really put location at the top of your to-do list and start looking right away.

If you can define your restaurant type and identify your target demographic and its most populated areas, you'll be well on your way to choosing a restaurant location that sets your business up for success. There's a lot of work, planning and preparation that goes into opening a restaurant. Here are a few tips on how to open a restaurant in London and some steps you'll need to take in order to achieve your goal.

1. Restaurant style:

The first thing you need to decide is what type of restaurant you want to open and the style it will hold. Having this set in stone will make the other steps a lot easier. To make things a little easier, here are three categories you need to consider:

- • **Food:** Starbucks Menu
- • **Service:** Self Service Cafe
- • **Atmosphere:** Young fashion self service cafe

2. Target Market:

In order to open an Starbucks in London you need to be familiar with exactly who you are aiming to bring into your venue. Are you targeting audience from, Class A and B+ 16-25 age? You need to also be aware of the age group, the location, the amount of money they are willing to spend.

Suppose, if you want to open a Starbucks Cafe, it will not make a lot of sense to open it in an area frequented by senior people. And if you put up a Starbucks you would not open in a quiet residential area.

3. Who are your competitors?

As well as familiarising yourself with your audience, you must do so with your competitors. Look at similar businesses in your area and well-renowned restaurants of the same category. Consider the ways in which they market themselves and the service they provide. What works and what doesn't? You'll need to be able to compete with these establishments, so take on board what they're already doing and better it.

It's important to avoid price wars or other conflicts and trouble. Furthermore, being compared to another restaurant day after day is exhausting. The best way for you is to try to have your own personality and differentiate your Starbucks Cafe from all the others. In that way, you not only have a unique business but show respect for the other enterprises in the area.

Be aware of the type of your establishment and the number of similar restaurants in the area you are looking to open it. If there is already a lot of them, chances are you're entering business in an over-saturated area and the potential for you to succeed quickly may be diminished. Consider opening in an area where there is a gap in the market and demand for your service. However, you must also consider the opposing. If there are no restaurants in the area similar to your concept, why? It could simply be that nobody has followed that path yet, or because it will not work. Do your research to ensure you have the right location to suit your restaurant?

4. Create your menu:

The menu is the core of any restaurant. It's important for you to get it right, as it's the deciding factor for customers deliberating a visit. Your service could be impeccable, decor and atmosphere exquisite, but without a menu to match, you shall have no such luck in success. So when you are targeting the Starbucks audience, your menu should include cuisines from hamburger fast food, arabian fast food, bakery.

5. Location and Premises:

There are many factors that will contribute to where you decide your premises to be. It can be challenging to find a venue that will factor in all of your conditions, so it is likely you will have to compromise on a few things. However, here are the main factors you should consider when finding premises for your new restaurant:

- **Location:** How accessible is the location? Are there many competitors nearby?

The perfect Starbucks location is not necessarily the city centre or near a tourist attraction or business building area. One critical factor to incorporate in your search is that depending on your location, your restaurant should be easily accessible by car

and/or has plenty of foot traffic as well. Another consideration is that your restaurant location should be easy to explain on the telephone as well as in your advertising and posters.

- • **Building type:** What type of building would you like your restaurant to be in?
- • **Target market:** Make sure it is in an area where your target market is.

Cost: Your ideal location may prove to be a little costly. Make sure that there is a realistic price point.

6. Parking Lot

You need to attract new customers, but if you don't have a parking lot nearby, your restaurant will suffer the effects. Few customers will consider the presence of a parking lot a determining factor in choosing one restaurant over another, but nevertheless, when a customer has a hard time finding a parking spot nearby, you're losing out. And it's important to remember the difficulties disabled people in wheelchairs may encounter trying to get to your restaurant.

As a final consideration on parking, remember: Customers want to feel safe and added to that, they want to park their car where they can have little worry that someone will dent or scratch their vehicle while they're dining. A scratched vehicle means you're unlikely to see that customer again.

7. Transportation

If you're seeking your fortune in the food and beverage field in a large city like London, you're fortunate in that just about any place has nearby transportation. Page 4 of 6

Part 2: A description of the data and how it will be used to solve the problem.

Part 2: Data Description

London is one of the most ethnically diverse cities in the world. At the 2011 census, London had a population of 8,173,941. The demography of London is analysed by the Office for National Statistics and data is produced for each of the Greater London wards, the City of London and the 32 London boroughs, the Inner London and Outer London statistical sub-regions, each of the Parliamentary constituencies in London, and for all of Greater London as a whole.

For our restaurant problem, we will focus on the Boroughs of London and work on getting the data from all the Boroughs. There are 32 London Boroughs with a population of around 150,000 to 300,000.

To solve our problem of finding a best location to start a Starbucks Cafe in London, we need the datasets based on various parameters such as:

1. Population of target audience in all the boroughs of London based on their:
 - Asian ethnicity
 - Age
 - Gender
 - Marital Status
 - Employment Status • Income
2. We also need the data about the required Business floor space and Rateable Value Statistics of each borough.
3. Considering the competitors factor, we also need the data of existing Licensed Restaurants in each borough.
4. And lastly we will also consider the borough level tourist and domestic annual spend estimates.

All the above required information is available at LONDON DATASTORE, which is a free and open data-sharing portal where anyone can access data relating to the city. The data is available in XLS and CSV format, which we can download and can use as-is for solving our problem.

The link for the LONDON DATASTORE, – <https://data.london.gov.uk/> or <https://data.london.gov.uk/census/data/>

The link for List of Boroughs:

https://en.wikipedia.org/wiki/List_of_London_boroughs

The link for List of areas of London:

https://en.wikipedia.org/wiki/List_of_areas_of_London

The Licensed Data:

<https://data.london.gov.uk/dataset/pubs-clubs-restaurants-takeaways-borough>

The Ethnic Group by borough data:

<https://data.london.gov.uk/dataset/ethnic-groups-borough>

The Rated value data:

<https://data.london.gov.uk/dataset/commercial-and-industrial-floorspace-borough>

Earnings Data:

<https://data.london.gov.uk/dataset/earnings-place-residence-borough>

Along with the above datasets we will also use the Foursquare location data to solve our Problem.