

## 1 Introduction

In this project the target is to find out in which neighborhood of Helsinki it would be recommended to open a new Scandinavian restaurant.

Helsinki is the capital of Finland. Finland belongs to Nordic countries together with Sweden, Norway, Denmark and Iceland, located in the Northern Europe, as shown in Figure 1. If the tourists in Helsinki want to try and taste the food of one of those countries, typically consisting of e.g. Nordic fish, reindeer and Nordic berries, they visit one of the Scandinavian restaurants available in the city. The menu of Scandinavian restaurants usually vary from serving specifically the food from the local country to cases where the menu is a mixture from all Nordic countries.



Figure 1. Nordic countries [1].

Naturally also the local Helsinki citizens and business people visit Scandinavian restaurants, since they usually offer high quality menus. On the other hand, the high-quality menus often imply that the price level in those restaurants is also mid-high.

The business problem of finding out in which neighborhood of Helsinki it would be recommended to open a new Scandinavian restaurant should interest people in the restaurant industry in Helsinki, and especially those who have interests towards opening a Scandinavian restaurant in Helsinki. Selecting the location for a restaurant is usually one of the most important decision for the restaurant owner. No marketing will correct the situation, if the restaurant location is selected in the non-attractive spot with regards to the target customers.

It is also noted that the number of inhabitants of Helsinki is not very high, only 1.3 million within its extended metropolitan area [2]. For this reason, selecting the location for a new restaurant is even more important, since there are no masses of potential restaurant customers available everywhere.

## 2 References

- [1] The best restaurants in the Nordics: <http://whiteguide-nordic.com/this-is-the-nordics>
- [2] Helsinki population: <http://worldpopulationreview.com/world-cities/helsinki-population/>