

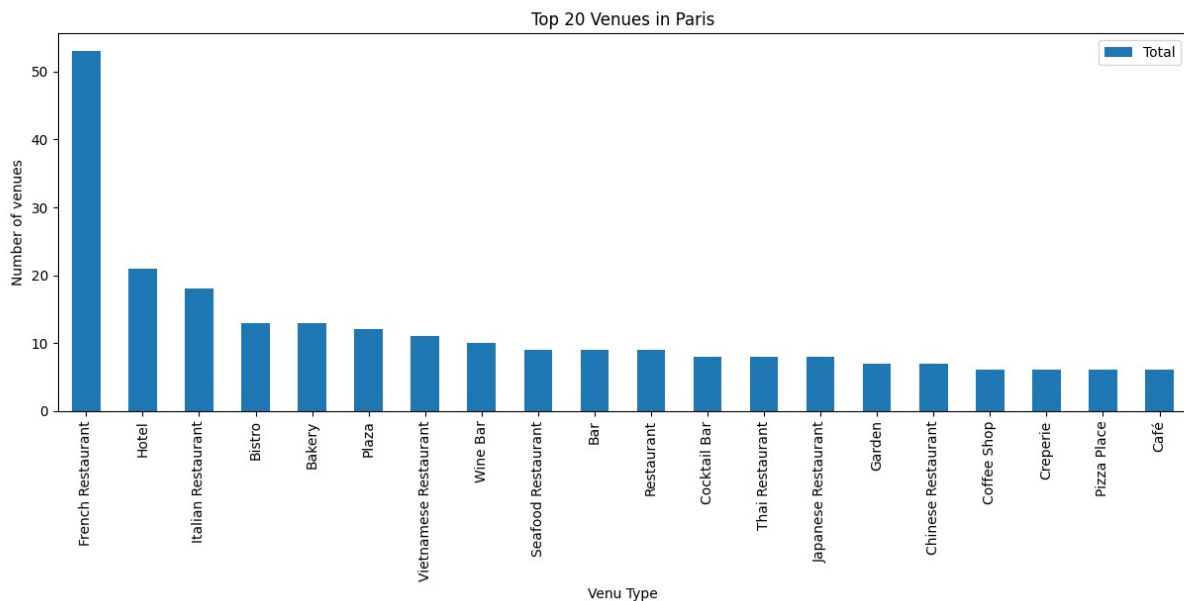
Project title:

Patisserie Veronique. Investment on my first patisserie in Paris.

Introduction to the bussines problem:

This business will be the first stepping stone to set up a new franchise of Patisseries across France and UK. It is specialized in elaborating breads (from different parts of the world), typical French sweets, cakes and pastries as well as importing delicatessen from other countries. As a new product, we would like to sell “Empanadillas gallegas”, a special homemade pasties, with organic products and a traditional Spanish recipe.

To this aim, we will explore the optimal location for this new endeavour. We have used data from 20 different districts in Paris, and we have collected the total number of business in a radius of 500 meters from the center of the district. The bar char shows the most popular venues in Paris:



Please, consider that those numbers correspond to a period of lockdown due to Covid19.

The total number of bakeries is roughly 15, whereas Coffee Shops, Creperies and Cafés are on the tail of the distribution. Consequently, we think we may a good chance of being successful, as our business sells a large range of products that can be found in any of those categories.