New Business Viability: Korean Barbecue Restaurant in Barão Geraldo, Brazil

Why South Korea is important right now?

- Hallyu (Korean Wave)
- K-Pop
- Doramas
- Korean Cuisine!

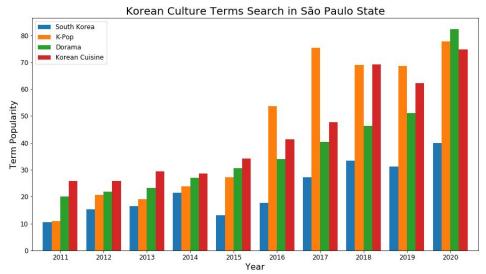
In the last decade South Korea culture was "broadcasted and shared" to the world.

Does Brazil share this interest?

Region: São Paulo State

Indicator: Culture

Popularity 1



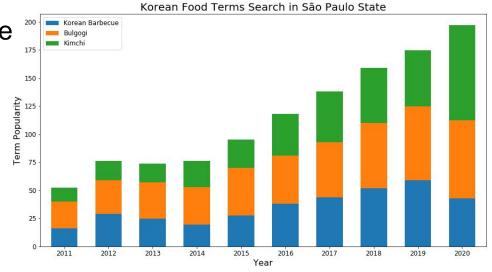
Does Brazil share this interest?

Region: São Paulo State

Indicator: Cuisine

Popularity 1

A: YES!
Brazil is interested!



Font: Google Trends

Gogi-gu-i (South Korea) VS Churrasco (Brazil)

Gogi-gu-i



Churrasco



Korean Gogi-gu-i: may or may not have marinated meats and seasons the meat. Brazilian Churrasco: less spices (only salt) with no marinated meats.

Gogi-gu-i (South Korea) VS Churrasco (Brazil)

Gogi-gu-i Side Dishes

- Green Onion
- Fresh Vegetables
- ect...



Gogi-gu-i (South Korea) VS Churrasco (Brazil)

Churrasco Side Diches

- Japanese food
- Pasta
- Pizza
- ...
- Anything



Korean Barbecue would blend in nicely.

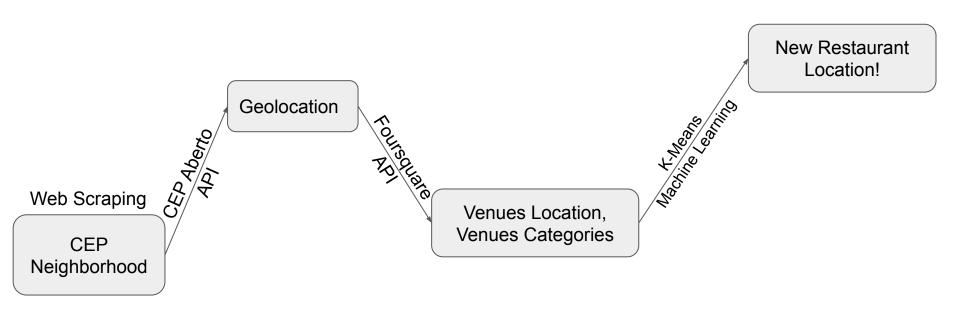
Is Barão Geraldo a good location?

- + District of Campinas;
- + Brazil's 10th richest city;
- + São Paulo's third most Populous city;
- + Home to Unicamp*;
- + Technological Center.
- = Good and diverse Customer Base!



*University of Campinas (Unicamp), Brazil's second best university. Barão Geraldo is considered to be a very rich region.

Barão Geraldo Venue Exploration



CEP: Brazil's postal code system.

Barão Geraldo Central Neighborhoods

	BAIRRO	CIDADE/ESTADO	CEP
70	Barão Geraldo	Campinas, SP	13084070
92	Barão Geraldo	Campinas, SP	13084175
90	Barão Geraldo	Campinas, SP	13084030
87	Barão Geraldo	Campinas, SP	13084020
83	Barão Geraldo	Campinas, SP	13084015

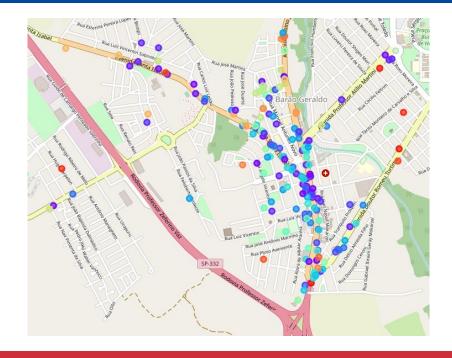


It is extremely hard to find complete CEP information.

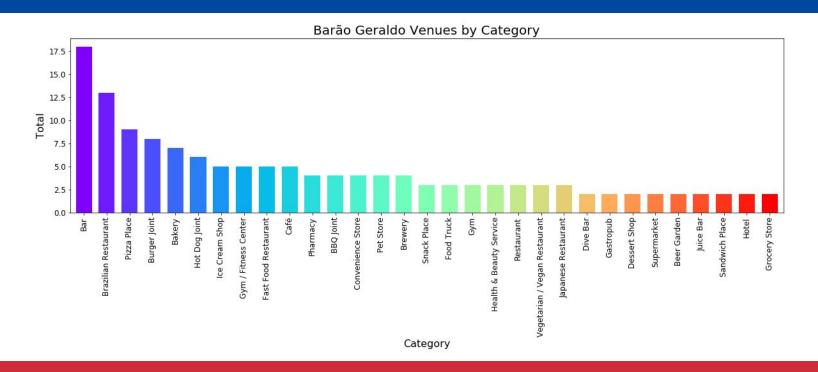
Brazil's Postal Service charges for CEP/Geolocation information

Venue Distribution

- Concentration of venues along the avenues;
- Diversity of categories.



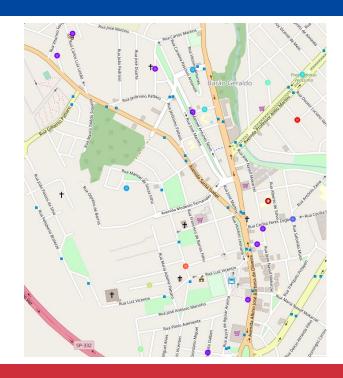
Venue Distribution



There are a few asian restaurants in the region. But no Korean Restaurants.

Neighborhood Clusterization

- K-Means Algorithm
- K = 10 (different clusters)
- Criteria: 5 most common venue categories



Cluster 1 is the most common!

Neighborhood Clusterization

	сер	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
0	13084070	Bar	Brazilian Restaurant	Pizza Place	Ice Cream Shop	Japanese Restaurant
1	13084175	Brazilian Restaurant	Vegetarian / Vegan Restaurant	Restaurant	Brewery	Burger Joint
3	13084020	Hot Dog Joint	Gym / Fitness Center	Café	Health & Beauty Service	Beer Garden
12	13084200	Pizza Place	Bakery	Hotel	Gastropub	Sandwich Place
19	13085850	Fast Food Restaurant	Gymnastics Gym	Dive Shop	Clothing Store	Coffee Shop
24	13084065	Brazilian Restaurant	Café	BBQ Joint	Supermarket	Bus Stop
51	13084225	Comfort Food Restaurant	Hot Dog Joint	Vegetarian / Vegan Restaurant	Dive Shop	Clothing Store
53	13082754	Park	School	Brazilian Restaurant	Gym	BBQ Joint
54	13082762	Grocery Store	BBQ Joint	Food Truck	Restaurant	Dive Bar
75	13084756	Burger Joint	Ice Cream Shop	Dive Bar	Toy / Game Store	Bar
76	13084762	Convenience Store	Brazilian Restaurant	Vegetarian / Vegan Restaurant	Dive Bar	Clothing Store

Cluster 1: Mainly made of restaurants and food joints.

Conclusion

- Great Customer base and diversity;
- Great interest on Korean Culture and Cuisine;
- Similarities with Brazilian Churrasco;
- No competition;
- Excellent commercial clusters.

Should totally open a Korean Barbecue Restaurant!!