

New Restaurant opening after COVID-19 crisis

Business Problem

In Spain we are currently in a very complex situation due to the COVID-19 crisis. Economic expectations are for a drop of more than 10% in GDP. This is causing many businesses have had to close throughout Spain.

In Madrid, the city where I live, one of the most affected sectors has been the restaurant sector. Many restaurants have had to close due to lack of demand. Although now is not the time to make the investment, when this crisis passes, the demand in the restaurant sector will return to normal and therefore there will be more demand than supply and it will be a good time to open a restaurant.

The objective of this project is to analyze the current situation of the restaurant sector and to assist in the decision of the new opening of a restaurant in terms of:

- Cuisine.
- Menus.
- Target customer.
- Cost.
- Location.

The project will mainly try to answer what factors should be taken into account to open a new restaurant in Madrid.