

Capstone project- Food Business in Chittagong

Chittagong, known as “Chattogram” is a major coastal city and financial centre in southeastern Bangladesh. The city has a population of more than 2.5 million, while the metropolitan area had a population of 4,009,423 in 2011, making it the second largest in the country. It is the capital of an eponymous district and division. The city is located on the banks of the Karnaphuli river between the Chittagong hill tracts and the Bay of Bengal. Modern Chittagong is Bangladesh's second most significant urban center after Dhaka.



Food business is one of the most popular businesses in this city. Lots of restaurants and food corners are available here. With a population over 4 million and large number of restaurants makes it crucial to make choices where and which type of restaurant should be a successful business.

Restaurants are also a favourite pastime and hangout place for teenagers and students as the city has a lack of playgrounds and parks. So students are the most common consumers of these food businesses. This city is also popular for its legendary “mezbani” food.

But in this project we will mainly focus on the consumers who are students. Foods that are popular to the students and find the best place to start a food business.

Problem:

To find the answers of the following questions

1. List and visualize all major parts of Chittagong city that has restaurants
2. List and visualize various types of restaurants in the city
3. Which area has the highest density to of educational institutions
4. What type of restaurant is most popular in the city among students
5. What kind of restaurant can be a potential for business
6. Which is the best place to start a food business