

Battle of Neighbourhoods

Introduction/ Business Problem

In this project we try to find a optimal location to start Mexican Resturant in the city of Puducherry(Pondicherry), India. Puducherry city, lies in the south-India facing the sea "Bay of Bengal" and is surrounded by the state of Tamil Nadu with which it shares most of its culture and language. Puducherry, once colnized by French is one of unique place in India and attracts many tourist.

Opening of Mexican Restaurant

As the city was part of French Territory and still holds French culture, many French and Italian resturants already present there apart from Indian resturants. So,as part of business problem, we wish to find a appropriate location to start a Mexican resturant, so that to attract more tourist. The challenge is to find a suitable location for opening a new hotel / restaurant attracted to all local and foreign people in the centre of the town.