

Where to start a new café in Bangkok?

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1. Introduction and Problems

1.1 Introduction

It is a little dream for many people to have their own small cozy café. For over the past decade, the number of cafés in Bangkok has been growing continuously due to many reasons and, surely, one of them is increasing in demand from both Thai and foreigners. As Bangkok is a capital city of Thailand which has been one of the most desired holiday destinations for many tourists. Moreover, Bangkok has become a centre of many multinational organizations so the number of expats is increasing as well.

Apart from the number of increasing tourists and expats, the domestic demand has also been increasing as Thai people enjoy spending their time in a cozy and iconic atmosphere. Some cafés position themselves as a co-working space to encourage people to come in and spend times working in their cafés.

1.2 Problem

Despite the increasing demand, many entrepreneurs have seen the opportunities and tried to capitalise it but many have failed. From the opinion of many entrepreneurs, one of the important keys to success in this business is to get the right "location". Time after time when entrepreneurs quit their jobs and followed their dream blindfoldedly; choose the location which matches their personal preference without any research or rational data to back up the decision. For example, an entrepreneur might consider their home area to be a perfect location because he or she assumes that it is a convenient location and there is a lot of demand because there are people traffic in the area. Nonetheless, it might not be the case. Consequently, the businesses did not pan out in the way that they wanted it to be. Thus, without the right location, the dream café could turn in to a nightmare.