

BEST LOCATION FOR MY FIRST GASTROPUB

**AN ANALYSIS OF THE CITY OF QUITO, ECUADOR
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THE PROBLEM

- Location – Essential for business success
 - A lot of factors have to be taken into account during the decision making process
 - Lots of data has to be analyzed in order to pick the best location
 - The decisions should be based on solid data if you present the project to stakeholders or if you are applying for a loan



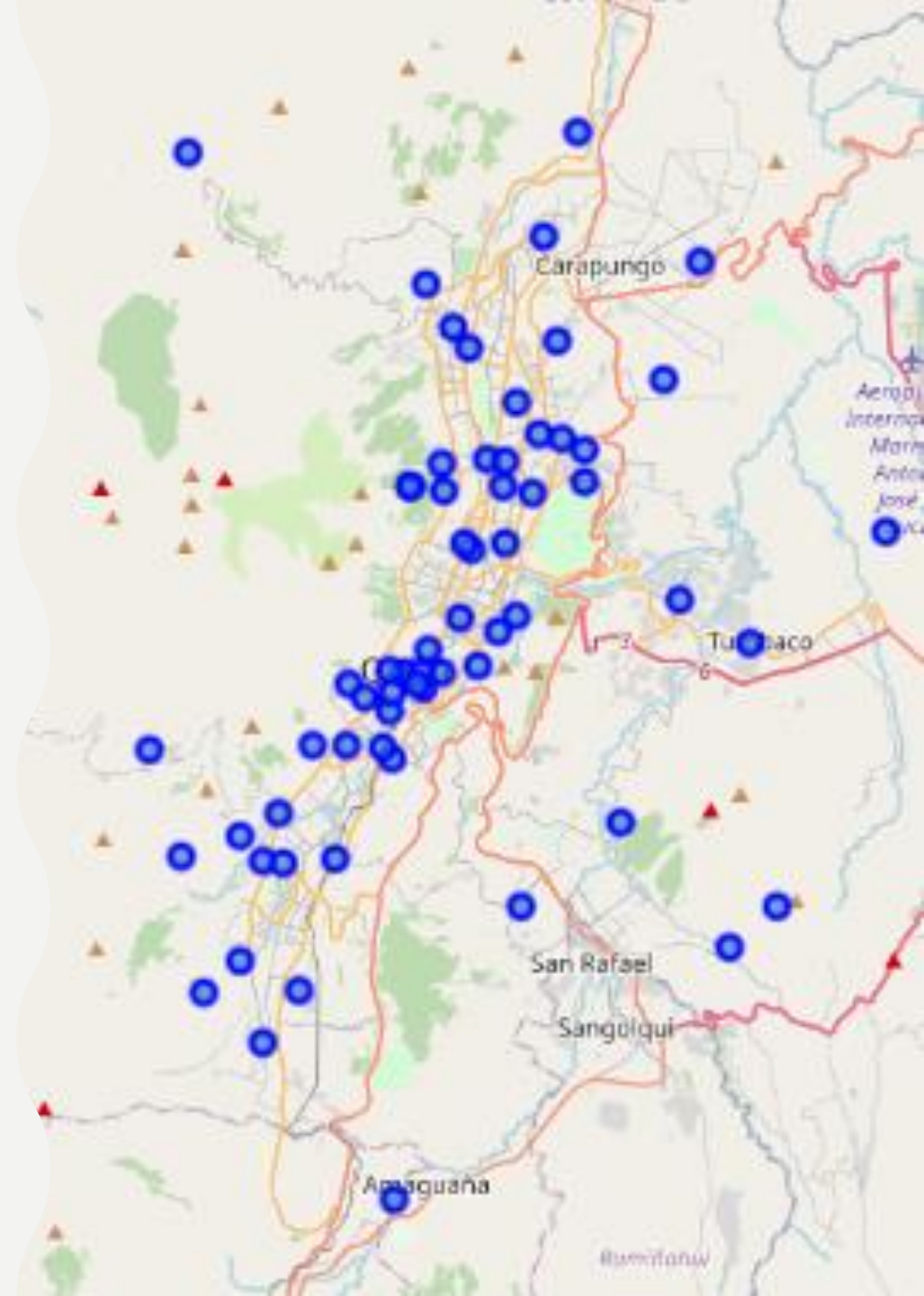
THE FIRST STEPS FOR A SOLUTION



- Analysis of the Neighborhoods in the city
 - Identification of similar venues like
 - Bars
 - Breweries
 - etc
 - Identification of venues and locations which could work in synergy with the gastro pub
 - Tourist attractions
 - Hotels
 - Movie theaters

THE CITY

- Quito is the capital of Ecuador
- 75 neighborhoods were taken into account
- The top 3 neighborhoods with the highest presence of bars, pubs, etc. were selected



TOP 3 NEIGHBORHOODS

From the 75 neighborhoods, these are the 3 with the highest amount of Bars, Breweries, etc. For the picking of the location it is important to select a popular neighborhood but not overcrowded with similar venues.

Neighborhood	Bar	Brewery	Gastropub	Hotel Bar	Lounge	Pub	Total
La Floresta	1	3	0	0	0	2	6
Guapulo	2	1	0	0	1	1	5
Mariscal Sucre	2	1	1	0	1	0	5



ANALYSIS OF OTHER LOCATIONS

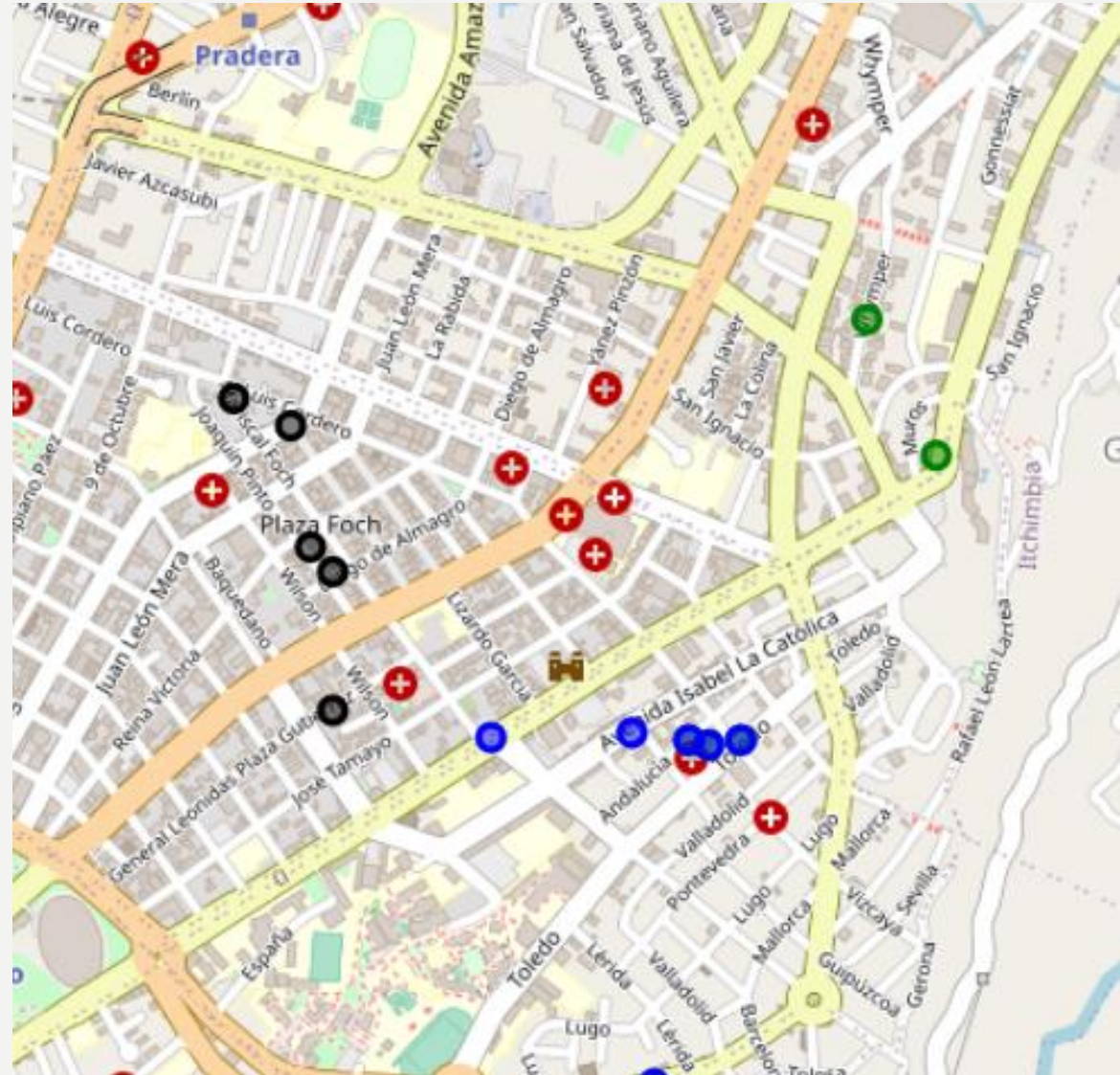
- These are the most common locations in the Top 3 neighborhoods.

Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue
Guapulo	Hotel	Restaurant	Burger Joint	Café	Sushi Restaurant
La Floresta	Italian Restaurant	Brewery	Sushi Restaurant	Wings Joint	Pub
Mariscal Sucre	Hotel	Café	Middle Eastern Restaurant	Coffee Shop	Asian Restaurant



MAP OF THE EXISTING VENUES

- Black - Mariscal Sucre
- Blue - La Floresta
- Green - Guapulo



CONCLUSIONS

- Based on the data, we can assume the following:
 - The top 3 neighborhoods with the highest presence of bars, pubs, etc., are "Guapulo", "La floresta" and "Mariscal Sucre".
 - The top 3 neighborhoods are really close to each other and they are situated in the center of the city.
 - All three locations appear to be very commercial and have many venues for leisure.
 - Except from Hotels, there where no other locations which could work in synergy with the gastro pub
 - There is no clear winner. The gastro pub can be opened in any of the three neighbourhoods, given the proximity between them and their similarities.