

Site selection for a new Peruvian restaurant

1. Introduction

Investing in a new business opens a series of questions, among them: Where should I locate? Answering this question is critical for the success of any business, and specifically for any entrepreneur interested in opening a new chain of restaurants. When thinking in opening restaurants, entrepreneurs must manage different factors or variables related to social, economic, cultural, business, and logistics issues that will be key for the investment. In that sense, this project aims to identify potential areas to open a new Peruvian restaurant in Chicago city, United States through a single score based on the factors mentioned. The study area of this project includes the Central Business District (CBD) and a 5 km. trade area to the CBD. The CBD characterizes for concentrating most of the commercial and business venues of a city. While a 5 km. trade area to the CBD was included to increase the number of units of analysis in this project and for its proximity to the CBD that might become a new center of attention for entrepreneurs in the future. This project could be of interest to Peruvian entrepreneurs who are looking for suggestions of locations to open a new restaurant in a multicultural city as Chicago based on a single site selection criterion that will help them to make better decisions.