

Coursera-Capstone Final Assignment

Choosing a business and location in southern Santorini

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Business Problem

Santorini is one of the most famous Greek islands, with beautiful beaches, which are visited by millions of tourists every year. New tourist businesses are being opened every year to meet the needs of the growing number of tourists. The project chosen is the choice of a suitable location for the construction of a seaside restaurant or cafeteria.



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The location should meet 2 criteria:

- It must be near a beach.
- There are nearby as few similar businesses as possible.



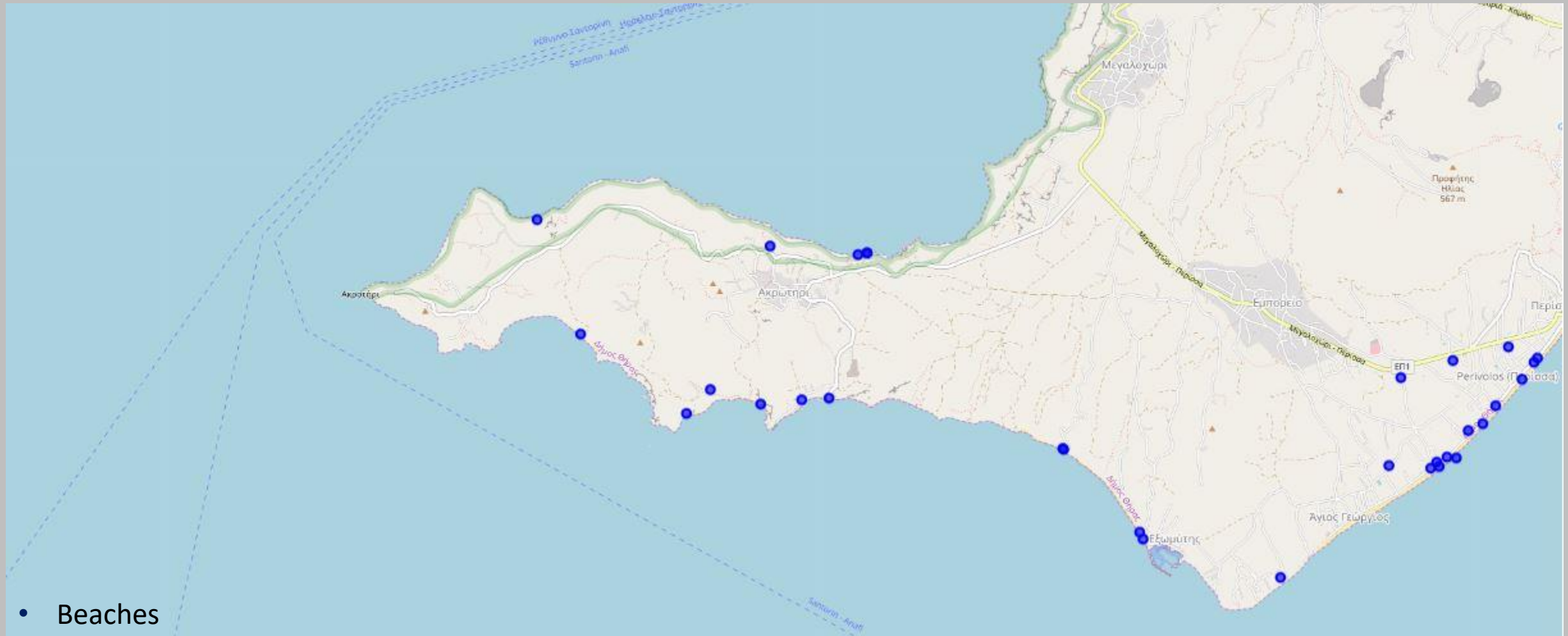
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METHODOLOGY

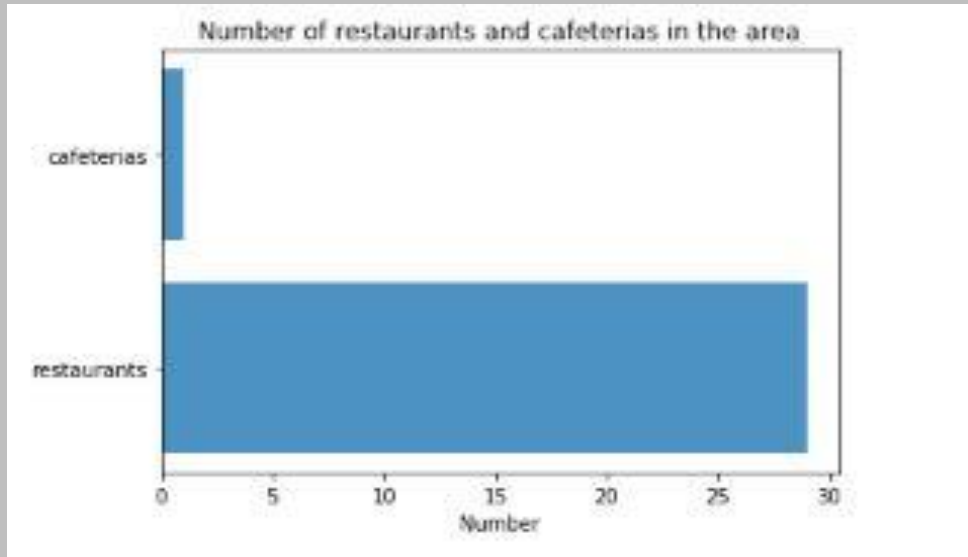
- The southern part of the island was mapped and the locations of beaches were marked.
- The number of restaurants and cafes in the area was estimated.
- The locations of restaurants and cafes were added on the map.
- An area that met the criteria, was found.

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RESULTS

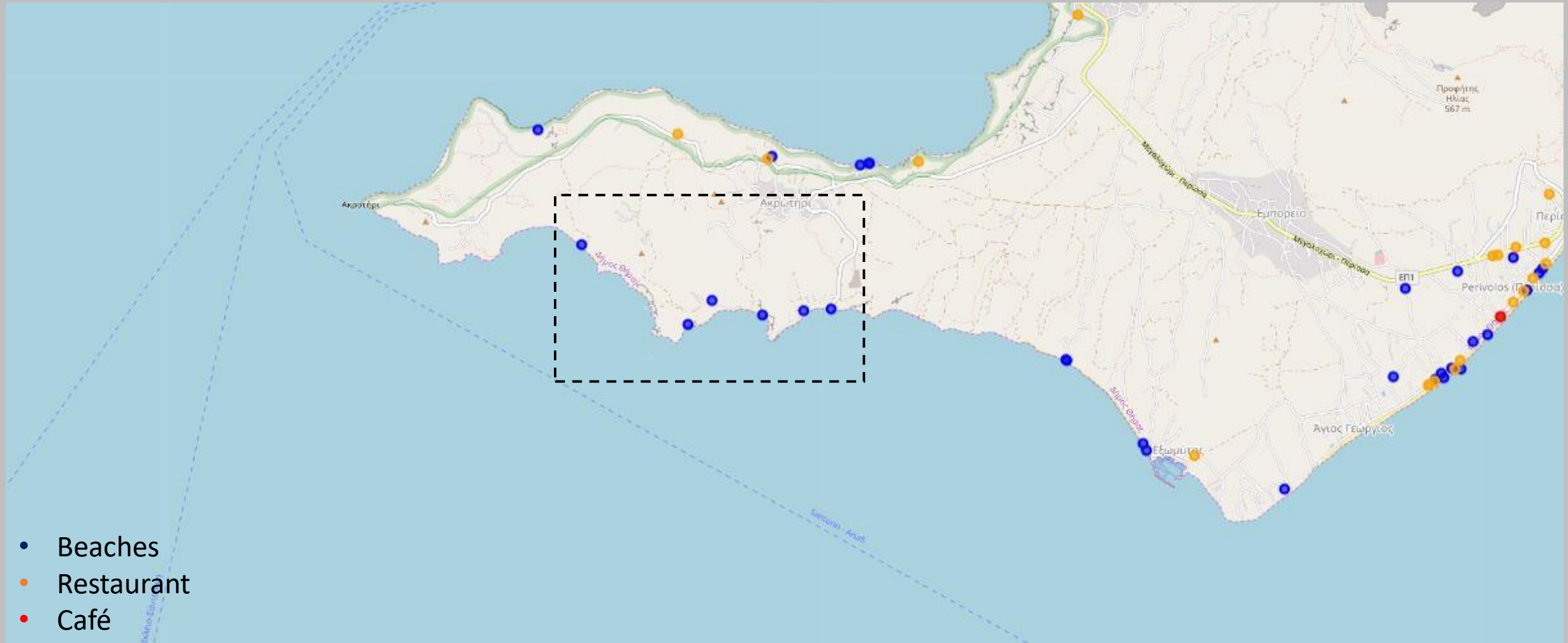


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- 1 café in the area
- 29 restaurants in the area

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DISCUSSION/CONCLUSION

- The area has potential for tourism development as it has many beaches.
- It does not yet have a large number of businesses active in it.
- The large number of existing restaurants makes opening a cafeteria a more attractive investment.
- There is one side to the south end of the island that has no business at all. This area is ideal to open the business we are planning there, as it will be located quite far from competing businesses, while being close to beaches that are a tourist hub.

In conclusion, it is recommended the business to open as a cafe in the area shown in figure 3.