

# **1 Introduction**

## **1.1 Business Problem**

Munich is the capital and most populous city of Bavaria and the second most populous German state. There are thousands of bars and restaurants within city limits and the environment is highly competitive. The majority of places offer German, Italian and Asian cuisine. As vegan and vegetarian lifestyles have been increasing in popularity over the past years, opening a vegetarian restaurant is a plausible business idea. Munich is divided into 25 districts, and the purpose of this capstone project is to find the best location for a vegan restaurant.

## **1.2 Target audience**

This project will help potential investors who are looking for a suitable location for opening a vegan restaurant in Munich.