

# **Capstone Project - The Battle of Neighborhoods (Part-1)**

## **Introduction/Business Problem:**

### **How to choose the Best Location to start an Asian Restaurant in Dubai ?**

You'll have to decide what cuisine it is that you wish to have, and it is indeed a good idea to have one set cuisine rather than trying to be a master of many.

The price range also matters, affordable ones are better off in mainly residential areas rather than someplace like the Marina.

That being said, another answer talks about target ethnicity, and I second that. An affordable restaurant with predominant South East Asian tastes or fast food is suitable for Karama and Deira. If you're looking to open an upmarket place, the old Dubai region is not for you. The Marina and Jumeirah areas are a better option.