Zagreb vs. Split

1. Introduction
   1. Background

Croatia is a country in [Southeast Europe](https://en.wikipedia.org/wiki/Southeast_Europe) on the coast of the Adriatic sea. It has an area of 56,594 square kilometers (21,851 square miles) and a population of 4.07 million.

* Zagreb is the [capital](https://en.wikipedia.org/wiki/Capital_(political)) and the largest city of [Croatia](https://en.wikipedia.org/wiki/Croatia).It is located in the northwest of the country, along the [Sava](https://en.wikipedia.org/wiki/Sava) river, at the southern slopes of the [Medvednica](https://en.wikipedia.org/wiki/Medvednica" \o "Medvednica) mountain. Zagreb lies at an elevation of approximately 122 m (400 ft) [above sea level](https://en.wikipedia.org/wiki/Above_mean_sea_level). The estimated population of the city in 2018 was 820,678. The population of the Zagreb urban agglomeration is 1,086,528, approximately a quarter of the total population of Croatia.
* Split is the second-largest city of [Croatia](https://en.wikipedia.org/wiki/Croatia) and the largest city of the region of [Dalmatia](https://en.wikipedia.org/wiki/Dalmatia), with about 250,000 people living in its urban area. It lies on the eastern shore of the [Adriatic Sea](https://en.wikipedia.org/wiki/Adriatic_Sea) and is spread over a central peninsula and its surroundings. An intraregional transport hub and popular tourist destination, the city is linked to the [Adriatic islands](https://en.wikipedia.org/wiki/Adriatic_islands) and the [Apennine peninsula](https://en.wikipedia.org/wiki/Apennine_peninsula).
  1. Problem

In this report we are going to analyze and compare Zagreb and Split in order to establish which of the cities might be more suitable for a new Café opening.

* 1. Interest

This research might be of a great importance to potential investors looking to start a new business or maybe expand their existing one by opening an additional branch etc.