Capstone Project – Week 1

Market Entry Research for a new Restaurant in Dublin, Ireland
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1. Introduction

1.1 Background

A restaurant chain company XYZ Pvt. Ltd planning to open their outlets in Europe, Ireland. They selected Dublin city as their target market for starting the business. Since they do not have any business in Dublin, they want to do a market analysis prior to market entry.

1.2 Business Problem

XYZ Pvt Ltd. have expertise in operating various types of restaurants by giving more specialization to the taste of community where they start the restaurant. Here the business problem is to identify and analyses on below points so that they can make better decisions.

1) What are the types of restaurants currently available in Dublin?
   Eg: How many America, Indian, Italian restaurants in each postal district in Dublin
2) Number of each type of restaurants in the locality.
3) Identify areas with less saturation of restaurants to minimize competition.

2. Data

2.1 Data sources and Acquisition

As part geographical special and statistical analysis following data sources used.

Autoaddress:
Auto address is an address management consultancy company in Ireland. They have all the postal district addresses and other location details of entire Ireland.
Postal district details of Ireland can be extracted from developer center section of resources using below url.
https://www.autoaddress.ie/support/developer-centre/resources/routing-key-boundaries
Used python packages to get coordinates of Dublin postal districts.

Foursquare:
Using coordinates as input extract all the venues from Foursquare and filter to shortlist names and types of Restaurants in Dublin.

2.2 How Data Intend to for the analysis

Autoaddress will return all the postal district in Ireland along with post code key. Postcode key can be ignored. All postal district in Dublin named as Dublin 1, Dublin 2 , up to Dublin 24. With this info we can get full list of postal districts. Using Python packages coordinates of each Dublin district can be retrieved and will be stored as a panda data frame.

The above data will feed to Foursquare to get all the venues in Dublin in each postal district. A filtering will be required to identify all the restaurants and the type of restaurants from the list.

Once we have this information grouping and categorization can be done. With these details a market research can be conducted.

These details will contribute to Market entry discussion and to make a decision on area and type of restaurant sot start.