

Choosing Location for a Jazz Cafe in Zagreb

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May, 20019

Introduction - Business Problem

For many years Zagreb has been attracting tourists and businesses from all over the world. The capital of Croatia and its biggest city, Zagreb is known for its interesting architecture, pedestrian zones and parks, and rich cultural life.

The impressions of many foreigners who live in Zagreb, business people and tourists can be summed up in a single sentence: a large city which managed to stay romantic and safe.

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This report is targeted to stakeholders who are considering opening a jazz cafe in Zagreb.

Zagreb has a vibrant nightlife, with numerous cafes, bars, nightclubs, and lounges. They are mostly concentrated in the city center. Although this seems the ideal location for a jazz cafe, the competition among musical venues in this area may be high. In this project, we will explore the neighborhoods of Zagreb and try to **determine what would be the best location for a jazz cafe.**

We assume that a desirable location for a jazz cafe would be a neighborhood that has the same vibe as the city center, but not necessarily close to it. It would have a developed nightlife infrastructure, but preferably no competing musical venues, such as jazz cafes or clubs.