Opening a Local Food Delivery Company in Paris, France

Introduction

The city of Paris is an international city which has a lot to offer to its residents and visitors alike, its rich cultural background and diverse community make it one of best places to live in. It is the most populous city of France, with a population of 2,148,271 residents. Paris is the center and seat of government of the Île-de-France, or Paris Region, which has an estimated official 2020 population of 12,278,210, or about 18 percent of the population of France. The economy of the City of Paris is based largely on services and commerce; of the 390,480 enterprises in the city, **80.6** percent are engaged in commerce, transportation, and diverse services, 6.5 percent in construction, and just 3.8 percent in industry.

A local food delivery company is about to open in the city, it is a freshly created company with a limited startup budget. In its early years of creation, the company's motivation is to partner up with the **biggest number of restaurants and supermarkets** while offering the top-notch customer service to their clients. Because of its limited resources, this company cannot cover all the twenty districts of Paris, this will require more capital and investment that the company is willing allocate in the long term. Hence, their business strategy for the next five years is to focus on only **two districts**- ideally next to each to other- and then expand from there once they become financially ready.

Business Problem

This company wants to know which are the two best districts among the twenty that will maximize their revenue for the first year while minimizing their operating costs.

These districts must have:

- A minimum number of restaurants and supermarkets.
- Plenty of offices, residential areas… mostly urban.