

# The Battle of Neighborhoods –

## Continental Restaurant

### **Problem:**

Bangalore is the capital and the largest city of the Indian state of Karnataka. It has a population of more than 8 million and a metropolitan population of around 11 million, making it the third most populous city and fifth most populous urban agglomeration in India. Located in southern India on the Deccan Plateau, at a height of over 900 m (3,000 ft) above sea level, Bangalore is known for its pleasant climate throughout the year. Its elevation is the highest among the major cities of India.

Most of the business persons want to open their own continental Restaurant in this city. To find the exact location in order to open new continental restaurant here is bit difficult because there will high competition in this field for establishing a new restaurant here. The location of the restaurant is crucial to its success. Much thought and planning need to go into deciding the location, and many factors need to be considered before selecting the site. Location plays a crucial role in its success or failure. Great establishments have been known to shut down because of poor restaurant location. While it is true that it takes considerable efforts to find the right mix of a triad- Location, Food, and Service for the success of a restaurant, it is essential to realize that location is just one of the crucial factors.

### **Following factors are to be consider:**

- 1)**Wrong customer targeting**-A demographic survey to understand and identify the potential customer base, and their eating preferences. For example, an expensive excellent dining restaurant in an area majorly populated by students and youngsters is not going to do well.
- 2)Neighborhood restaurants: It is also a good idea to identify your existing competition in the vicinity; if a competitor is doing well in that area, it means there is an established customer base in that area. You would now only have to figure out to funnel the customers from your competitors to your restaurant
- 3)Front Location -Low visibility, Isolated areas, size.
- 4) Area for parking, Building Amenities, Budget.
- 5) Serve Outstanding Food & Service, food delivery.

I have listed few questions to be answered to get a proper location for establishing a new Continental restaurant in Bangalore:

- 1)Which one is the best location to establish Continental Restaurant in Bangalore, India?
- 2)Which area have a greater number of Continental Restaurants?
- 3)Which place have lower number of Continental cuisines?
- 4)The neighborhood of the location selected like shopping mall, park, theater, airport, railway station, school, college etc., so that peoples are attracted towards the restaurant?

5) Demographic features of that area is suitable for the Continental restaurants?