

## Introduction

Restaurant business is very competitive. Over 50 percent of new restaurants goes out of business in their first three years period. However, having a good concept and location can help that the restaurant will succeed.

Helsinki is the capital of Finland. Traditionally, Finnish people like to eat their dinner at home. Therefore, there is not a strong restaurant scene. However, there has been more and more new restaurants emerging lately. Furthermore, there seems to be that people are eating more in restaurant.

In this project, we are trying to find out what would be best location to open a restaurant in the center of Helsinki. Furthermore, we will also determine what type of restaurant would best choice in that location.

Companies that have many different types of restaurants would most likely interested in this project. They have the resources to conduct this research and open any type of restaurant in any location possible.