**Introduction**

India is one of the most populous nations in the world (1.3B) just beginning to reap the benefits of the “demographic dividend” i.e. a large group of the population is in the working/employment bracket leading to more economic activity and growth. Bangalore often referred to as the ‘Silicon Valley’ of India is now a hub of startups and new employment opportunities. Many people from across India migrate to Bangalore in search of lucrative employment opportunities.

The client “JanakiRam (JR)” is a leading chain of restaurants based in North India. It has outlets mainly in Delhi and Mumbai where it has a loyal customer base. JR has enjoyed a fair amount of success which it wishes to replicate in the South. JR has chosen as Bangalore as its pilot location to launch its outlets in South India.

JR has approached us to determine an ideal location to start its foray. JR wants to ensure that the location chosen is economically feasible for setup as well as a key hub where it can start getting customers from the very beginning.

Business Problem: “Determine a location/set of locations for a restaurant in Bangalore to open a new restaurant”

The project is of utmost importance to the client JR and other restaurant players looking to expand their businesses in Bangalore. It can also be used for new business entrants to understand which localities have what types of entry opportunities to venture into.