**Opening a Sake bar in Lisbon**

# **Introduction**

The business problem consists of finding the right location in the city of Lisbon, Portugal, for opening a Sake bar. According to many available online resources (such as the well-known Asia-based financial website: [https://valueinvestasia.com/restaurants-cluster](https://valueinvestasia.com/restaurants-cluster/)), it makes sense for restaurants to cluster, e.g., being closer to similar restaurants.

In the particular case of Sake bar, we believe that it makes sense to be close to Japanese and Sushi restaurants, which already attract Japanese or Japanese culture loving clientele. We expect that the Sake bar will benefit by providing before and after dinner drinks to the patrons going to those restaurants, and, in some cases, even provide light meals.

After the successful opening of five Sake bars in Madrid and Salamanca, Spain, our friend Hiro S. Ake contacted to help him find the right location for his first Sake bar in Portugal.

# Data

On one hand, very limited data is available concerning the taste of Portuguese residents and visitors regarding Japanese products. We found a venue called Sake bar in Lisbon. However, after visiting the place, we concluded that it was not a proper Sale bar, at least, in the sense defined by our client, in terms of decoration, serving procedures and range of products available.

On the other hand, foursquare provides detailed information on the more relevant venues for the different neighborhoods of Lisbon, and we have access to the average rental price per square meter for properties in the different neighborhoods of Lisbon. Rental costs was also a relevant factor in our client’s decision.