**1. Defining the Problem to be Solved:**

Faced with the question **where one could open a high scale restaurant**, the probability of success can be leverage by avoiding the mistakes, executed by others in the past.

Based on my research, one such expert, Jamie Oliver, unfortunately, experienced massive failure when he had to shut down ‘Jamie’s Italian”, “Barbecoa,” and Fifteen London restaurants while amassing $90 million dollars in debt.

As quoted by Jamie’s [executive team](https://www.mashed.com/153506/the-real-reason-jamie-olivers-restaurant-empire-is-collapsing/), “they made the mistake of opening too many restaurants, too quickly, in the wrong places.”

Eater London identified key factors that included “Not picking places with enough of a [tourist draw](https://www.mashed.com/153506/the-real-reason-jamie-olivers-restaurant-empire-is-collapsing/)…” can lead to disaster. “Because, let’s face it — going out to a celebrity chef’s restaurant (where the “entry-level steak” alone was priced at £15.50 ($20 USD)) isn’t a normal night out for most families. It is perfect for vacations, and tourists are a prime market, so it is too bad they did not take more advantage of that.”

Based on the research above, it provides a great starting point in choosing the **ideal location to open a high scale restaurant.**