

Personal coffee-cafe launching location recommendation in Mega-city, SEOUL, Korea

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1. Introduction

1.1 Background

Nowadays younger people who live and work in Seoul city, South Korea, have been ever thinking of opening own business like coffee-cafe at least once. That's the one of preferred business types after retiring from the company as salaryman. It is truly obvious item for their 2nd life, and its fact is on several trend report. There is huge market for the coffee item and also many of official skill courses for bringing up baristas in society either. It becomes easy for whoever thinking of own coffee cafe (like small deli, dessert café, etc) and lower some burden to start to open own cafe.

In natural it brings hot competition of having own coffee cafe around hot-place like where many people gathered and spend most of times around like workplace in downtown, etc. When considering own coffee cafe, selecting good location considering to avoid hot competition with other cafes, or strategically focusing the spot where people easily access to the cafe is very important. In this report, given that here is true downtown of Seoul city, which is amazing mega-city living 10 millions people in South Korea, recommended place to have own coffee cafe thru the consideration of segmenting venues around downtown. Coffee is sort of the medium to required in communication for Korean people when they spend time with other people each other. In that point of view, the famous downtown, Seoul City-hall, is selected for the area having coffeecafe and segmentation after exploring nearby area characteristics of venues has been executed. With this segmentation, strategically feasible spot of opening coffee cafe will be recommended for better successful business opening.

1.2 Problem

When opening coffee cafe in the downtown, selecting coffee cafe location is very important and should be proceed carefully. Without thorough investigation of downtown venues including other competitive coffee cafe, easily own cafe will be falling into the failure, which no one likes to visit. Considering the famous downtown, Seoul city-hall, there are so many venues tempting people, picking good positioning for the location is definitely key factor for the success. If ignoring specific characteristics, types, kinds, categories of nearby venue, the aimed coffee cafe will be one of super normal cafe having destiny failure. Even if it sounds very hassle, venue info nearby location of downtown should be obtained and also segmented to look for strategically doable, reasonable place thru area clustering

1.3 Interest

Who may dream about having own coffee cafe business around the downtown in Seoul city will get interest of this report. Referring the recommendation about feasible, profitable spots after clustering results, dreamers can have the sight to see good spot to get more people and do sustainable coffee cafe by themselves.