Introduction:

New York City is known for the noisy ambiance and for its fast-paced atmosphere.

However, in a busy city, it is important to have places where people can unwind and enjoy the bustle from a distance like the cafes in Europe provide the serenity with the view of the city.

The modern-day café provides the perfect ambiance for people to come in and enjoy a slow-paced life style, whether it’s to have a conversation, get some reading done, or to just sip of a latte, the café helps to provide the escape. New York City, although, has its plethora of coffee shops, it lacks the cafe and introducing it to this bustling city could help bring the balance of busy and leisure.

Before launching a place of leisure into New York City, it is essential to investigate where the ideal locations, and the potential of customers could be the most and based on that there can be a concrete plan put into motion.

Problem:

New York City is a crowded city with several Patisseries and coffee shops however, identifying if they have the café setting is an important aspect. And spotting where the café could be effectively located is also a significant aspect, because it needs to draw the crowds of the city for an unwinding experience.