## Introduction Section

This report is for people who wish to open a new café. My idea is to provide factors that should be considered if someone wishes to open a business.

## Business Problem Section

This report will focus on issues that someone can face if he wishes to open a new café. There are multiple factors that have to be considered.

For e.g.: I want to open a Russian restaurant. My key question is the location. There are multiple factors:

Are there many Russian restaurants in the area?

If there are rivaling restaurants – is it risky to open a new one?

This key question will be the main part of my project.

## Discussion Section

Let’s discuss the key question – the location. We need to choose a suitable location for the café.

Let’s suppose that we want to open a new Russian restaurant in San Francisco. This city has a lot of tourists and corporate headquarters, and the real estate pricing is through the roof. We need to consider the renting cost.

Let’s assume, that we wish to rent a place in order to open a new restaurant. Now we need to analyze – how many rivaling cafes are around the neighborhoods? If there are many rivaling places – it might be hard to open a new business there.

In addition to that, we should consider opening in a location that has a lot of traffic.

Ratings, check-in of customers can help in deciding the location. I would also suggest that we can check for opening and closing time of rivaling restaurants. We can try opening our place 30 mins before other restaurants open up and close 30 mins or 1 hour later the other restaurants, this might help to get more customers.