Selecting Location For Restaurant Startup

Location is an important Factor

- Visibility

- Accessibility

- View

- Convenience

- Operation Size

- Area Demographics and Market Research

- Competition and Other Businesses

- Determining Customer Characteristics

Visibility

- This goes along with accessibility and is very important for new restaurant locations.

- People have to know the restaurant is there, either in person or on their mobile devices. It is why property prices in downtown districts and developed strips are higher than in other areas.

- They offer a level of visibility that can bring in a great deal of walk-in business. Consider advertising in search engines and social media to enhance your presence across all forms of media.

- Make sure to register your restaurant in search engines as the type of food you offer and your price point, as it will be easier to attract the clientele you want when they go to search.

Accessibility

- There's a reason that major restaurant chains are often located near highway exits: It makes them accessible for customers.

- Certain restaurants can get away with food or service that isn't the best simply because their locations are so accessible, like restaurants near the Eiffel Tower or Collisseum.

- There is plenty of foot traffic in urbanized areas, and restaurants only need to attract customers from the street into their business.

- Most successful restaurants—other than the truly elite—are easy to find, and you will find them in city centers or unique locations throughout the world.

View

- You might sacrifice some of the factors of good location such as visibility or accessibility for the view that is an important part of the customer experience
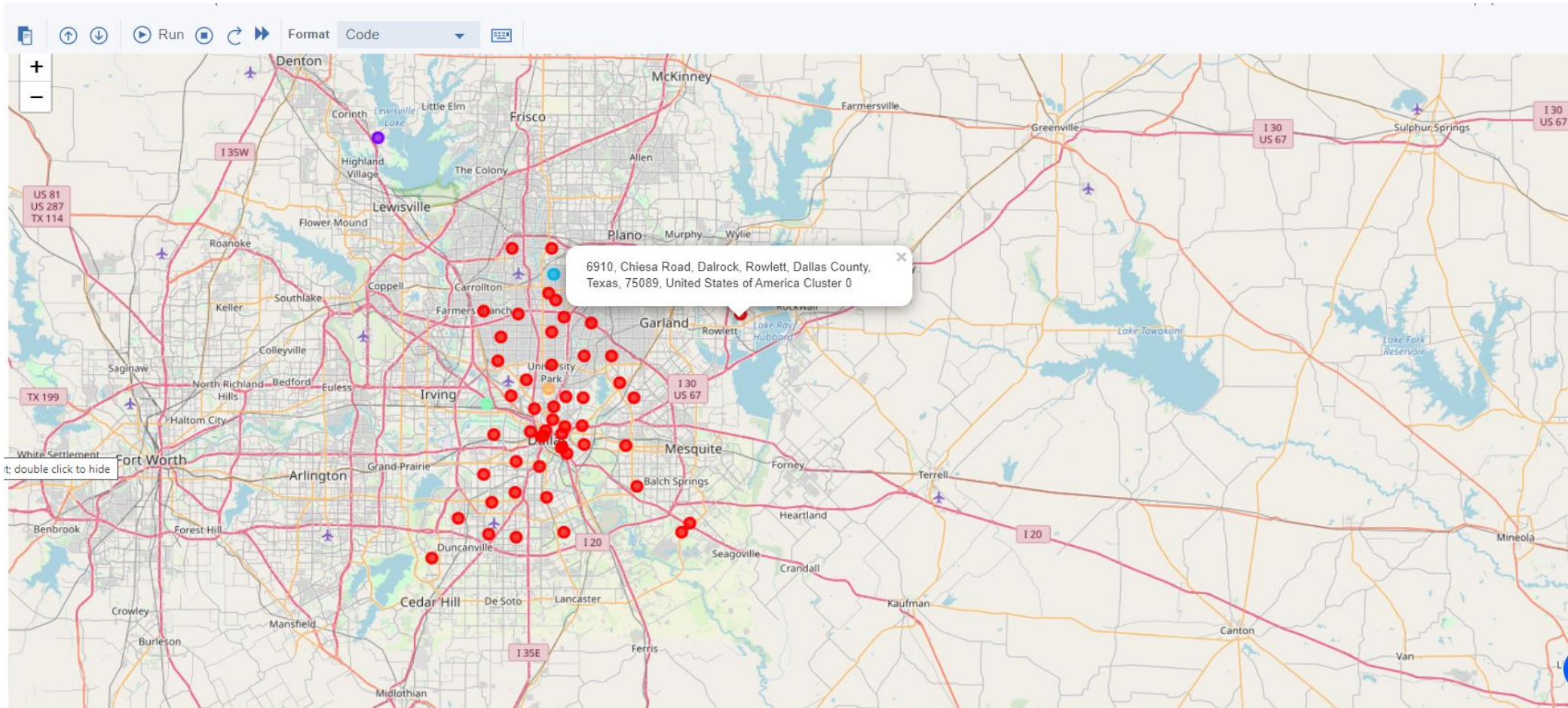
Population Base

- Are there enough people in the area to support your business? There need to be enough people who live in or pass through the area regularly to keep you busy.

- To determine a particular area's population base, you could do a site study. However, these can cost up to $25,000.

- Most people looking at their first restaurant don't have enough money in their budget for a professional survey.

- A less expensive method to determine the population base of a certain area is to use a pie chart, as well as asking the local chamber of commerce and town office for more information.

- If you would rather pound the pavement, simply walk around the area where you plan to build. Intuition can place a big role in choosing your site.

Parking

- Ideally, a new restaurant location should have its own parking lot. If that isn't an option for example, in a major city consider partnering with a hotel in the area that has its own parking options.

- Many famous restaurants are housed in hotels, and for a good reason. Not only is there parking, but the benefit of foot traffic that is staying right upstairs is incalculable.

Area Analysis

Nearby Venues

Format: Code

	Neighborhood	1st Most Common Venue	2nd Most Common Venue	3rd Most Common Venue	4th Most Common Venue	5th Most Common Venue	6th Most Common Venue	7th Most Common Venue	8th Most Common Venue	9th Most Common Venue	10th Most Common Venue
0	1200, Stampley Street, Oak Cliff, Dallas, Dall...	Fried Chicken Joint	Paper / Office Supplies Store	Women's Store	Dive Bar	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant	Donut Shop	Dog Run
1	13248, Elmspring Road, Kleberg, Dallas, Dallas...	Home Service	Deli / Bodega	Mexican Restaurant	Women's Store	Doctor's Office	Flower Shop	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant
2	14040, Hillcrest Road, Inwood, Dallas, Dallas ...	Furniture / Home Store	Intersection	Jewelry Store	Business Service	Women's Store	Doctor's Office	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant
3	145, Pittsburg Street, Design District, Oak Cl...	Antique Shop	Art Gallery	Fast Food Restaurant	Hobby Shop	Italian Restaurant	Mexican Restaurant	Shipping Store	Sandwich Place	Brewery	Print Shop
4	1736, Overhill Lane, Fruitdale, Dallas, Dallas...	Pizza Place	Light Rail Station	Shoe Store	Discount Store	Fast Food Restaurant	Cupcake Shop	Event Space	Electronics Store	Dumpling Restaurant	Concert Hall
5	1830, Edd Road, Kleberg, Dallas, Dallas County...	Discount Store	Ice Cream Shop	Convenience Store	Fast Food Restaurant	Dive Bar	Flower Shop	Event Space	Electronics Store	Dumpling Restaurant	Donut Shop
6	2107, Healey Drive, Reinhardt, Dallas, Dallas ...	Convenience Store	Dessert Shop	Burger Joint	Sandwich Place	Auto Garage	Recreation Center	Discount Store	Department Store	Deli / Bodega	Diner
7	2600, South César Chávez Boulevard, Sargent, D...	Coffee Shop	Art Gallery	Rental Car Location	Dog Run	Dive Bar	Flower Shop	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant
8	2722, Gertrude Avenue, Fair Park, Sargent, Dal...	Lounge	Garden	Grocery Store	Café	Women's Store	Doctor's Office	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant
9	2734, Wynnewood Drive, Oak Cliff, Dallas, Dall...	Home Service	Speakeasy	Women's Store	Dive Bar	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant	Donut Shop	Dog Run
10	2819, North Fitzhugh Avenue, Knox, Dallas, Dal...	Fast Food Restaurant	Taco Place	Convenience Store	Pizza Place	Diner	Restaurant	Mexican Restaurant	Sandwich Place	Martial Arts Dojo	Smoke Shop
11	2843, Golfing Green Drive, Farmers Branch, Dal...	Breakfast Spot	Pizza Place	Mexican Restaurant	BBQ Joint	Pharmacy	Chinese Restaurant	Discount Store	Sandwich Place	Shoe Store	Fried Chicken Joint
12	2965, Benrock Street, Fruitdale, Dallas, Dalla...	Convenience Store	Women's Store	Dive Bar	Flower Shop	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant	Donut Shop	Dog Run
13	3020, Bickers Street, Eagle Ford, Dallas, Dall...	Thrift / Vintage Store	Women's Store	Dive Bar	Flower Shop	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant	Donut Shop	Dog Run
14	3130, Springwood Lane, Westwood Park, Dallas, ...	Storage Facility	Rental Car Location	Women's Store	Dive Bar	Fast Food Restaurant	Event Space	Electronics Store	Dumpling Restaurant	Donut Shop	Dog Run