

Capstone Project - The Battle of Neighborhoods (Week 1)

I. Introduction/Business Problems:

How to choose the best location for the Asian Restaurant in Frankfurt?

In this project, I want to find a suitable location to open an Asian restaurant in Frankfurt, the largest city in Hesse and the fifth-largest city in Germany. The population is 753,056 people (31. Dezember 2018). Frankfurt is the financial center and home of the European central bank. The real estate market is vibrant and expensive in Europe. So I have 4 criteria to decide to open an Asian restaurant in Frankfurt.

1. Near the center:

The location to open the restaurant needs to be close to the center where the population is densely populated and business, entertainment, and tourism often take place ... I will take the central location of Hauptwache, Frankfurt, Germany.

2. Parking:

Prefer locations near public parking. When the restaurant has convenient parking spaces or near public parking spaces, it will attract customers, people with private cars and prefer the privacy and comfort.

3. Near bus or tram stations:

For tourists, their main means of transportation is public transport, preferably locations near bus stops, tram stations or near the central station.

4. Know Your Neighbors:

I will try to spot places that don't have many restaurants. We are also particularly interested in areas without Asian restaurants in the vicinity.