Capstone Project- The Battle of the Neighborhoods (Part 1)

***Introduction/Business Problem:***

**How to choose the Best Location to start an Asian Restaurant in London?**

Opening a restaurant is all about location, location, location. However, not every restaurant is suitable for every location. It comes down to a combination of restaurant style, target demographic, and the competitors. If you can define your restaurant type and identify your target demographic and its most populated areas, you’ll be well on your way to choosing a restaurant location that sets your business up for success. There is a lot of work, planning and preparation that goes into opening a restaurant. Here are a few tips on how to open a restaurant in London and some steps you’ll need to take in order to achieve your goal.

1. ***Restaurant Style***: The first thing you need to decide is what style do you want to focus on and put out to the specific location, along with capacity, pricing, etc. To make things easier, here are three categories you need to consider.
   1. **Food**: What type of food will you be serving? Will you specialize is a certain style or cuisine?
   2. **Service**: What type of service will you be providing? Waiter Service, Self-Service?
   3. **Atmosphere**: What type of atmosphere will your customers eat and wait for their food in?
2. ***Your Target Market***:

In order to open an Asian Restaurant in London, you need to be familiar with exactly who you are aiming to bring into your venue. You need to be aware of the age groups, location, and amount of money they would be willing to spend. Homework is needed here.

1. ***Who are your competitors?***

Look at the surrounding businesses in your area and restaurants in the same category as yours. Consider and notice how they market themselves and the service they provide. What works and what does not? You need to be able to compete with these establishments, so the more you know, the more success you will have.

1. ***Create your own menu***:

The menu is the core of any restaurant, so it is important you get this part right. It is the deciding factor whether new customers come in or existing customers still stay. So when targeting an Asian style, your menu should include cuisines from India, Pakistan, Bangladesh, and China.

1. ***Locations and Premises***:

There are many factors here but you need to really decide its location and building size. It can be challenging to find a venue with all your conditions, so be prepared to compromise on some of them. Here are some factors to keep top of mind:

1. Location: How accessible? Are there many competitors?
2. Building Type: What type of building would you like your restaurant to be in ?
3. Target Market: Make sure it is in an area where your target market is also.
4. Cost: Your ideal location may prove to be costly. Make sure that there is a realistic price point.