

Investment Research for Business Establishment of Restaurant

YİĞİT BÜYÜKBOYACI

28.04.2021

A. Introduction

- ▶ What is the best place for opening burger or pizza restaurant in the İzmir/Konak ?
- ▶ What is the categories of pizza restaurant ?
- ▶ What is the categories of burger restaurant?



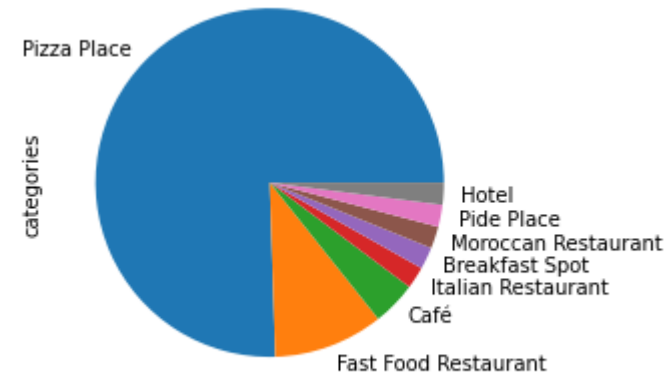
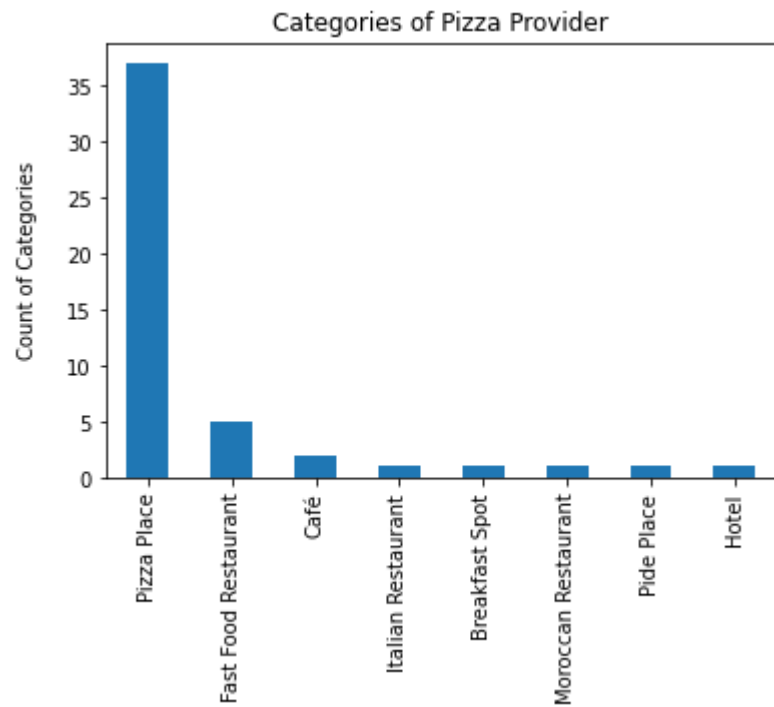
Data of Pizza Restaurant and Burger Restaurant

- ▶ In total 49 Pizza Restaurant was found in Konak.
- ▶ In total 29 Burger Restaurant was found in Konak

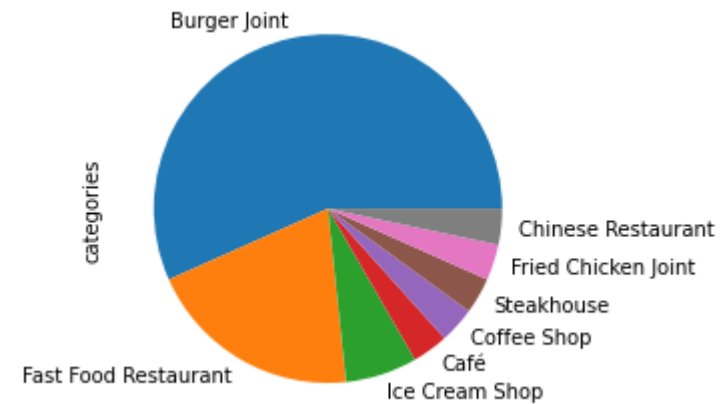
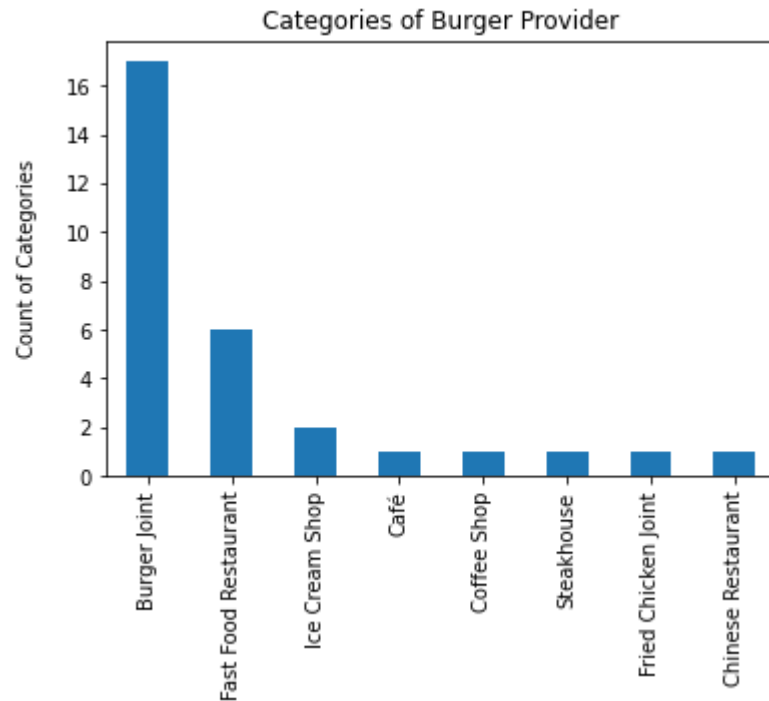
	name	categories	lat	lng
0	Pizza Villa	Pizza Place	38.418143	27.130593
1	Palmiye Döner & Pizza	Pizza Place	38.422516	27.132295
2	Tadım Pizza	Pizza Place	38.420868	27.130735
3	Piu Pizza	Pizza Place	38.420827	27.130185
4	Luciano Pizza & Döner	Café	38.420832	27.130486

	name	categories	lat	lng
0	Burger King	Fast Food Restaurant	38.416406	27.128369
1	Burger King	Fast Food Restaurant	38.422126	27.129206
2	Burger No 7	Burger Joint	38.432755	27.142415
3	Burger King	Fast Food Restaurant	38.403354	27.128846
4	Burger King	Fast Food Restaurant	38.428603	27.136513

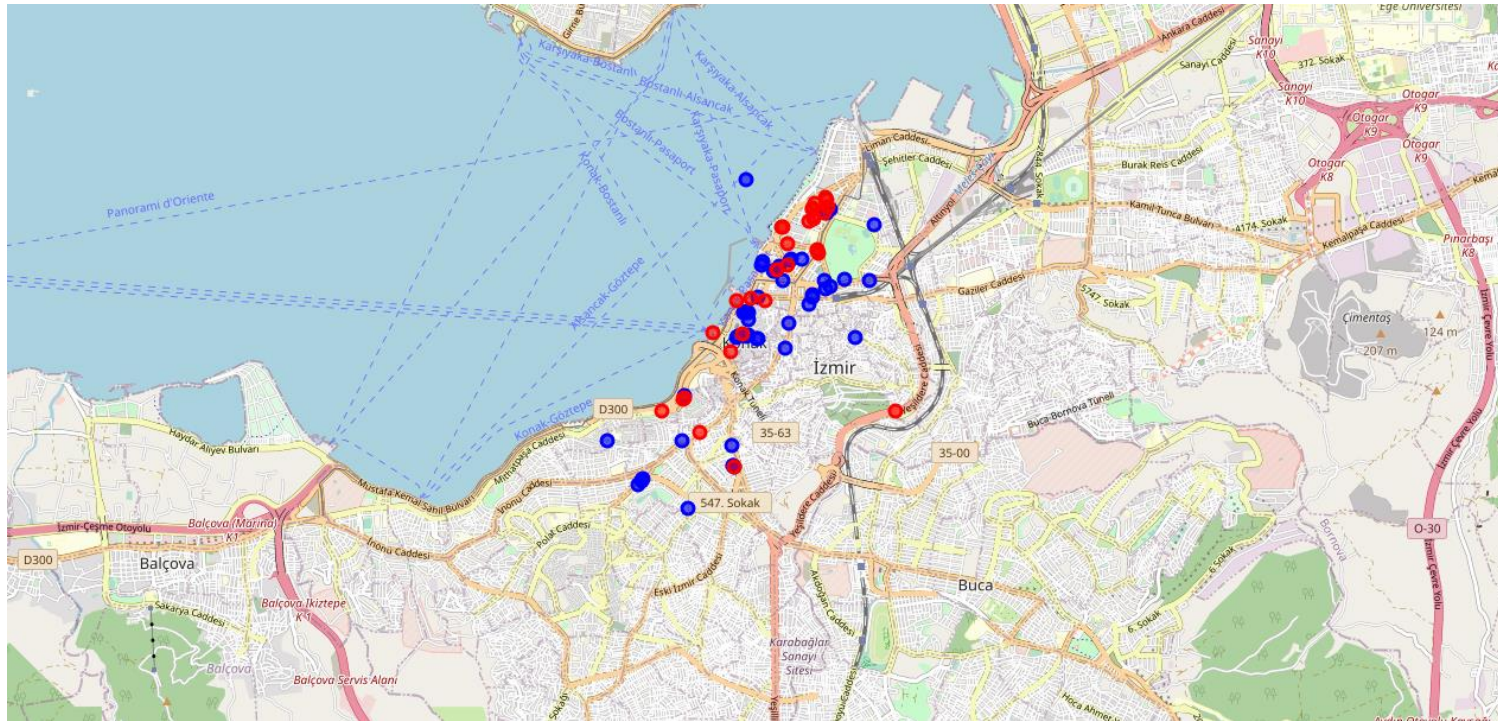
Categorical Data of Pizza Provider



Categorical Data of Burger Provider



100



Conclusion

- ▶ As a conclusion according to our customer request middle side of Konak will be best location in order to set up new pizza restaurant. Thus competition will be increase and our customer's profitability will increase in the market.