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Dürme Restaurant: Evaluating Alternative Locations

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## DÜRME RESTAURANT: Evaluating Alternative Locations

### CASE SYNOPSIS

Zafer is an entrepreneurial graduate from one of the top Business Schools in Turkey. He has had experience in the e-commerce sector where he started an online marketplace for food delivery and later, was a partner in a restaurant business. After completing his mandatory military service in the Turkish Army, Zafer is now considering opening a restaurant in Ankara that serves Turkish Fast food suitable for both in store consumption and package delivery. If successful, he may even consider making the business into a chain; however, everything depends on what happens at the first store...

Zafer expects his main customers to be employees from businesses in the area for lunch, and people living in the nearby residential areas for dinner. He believes that the majority of sales will be for package delivery. Choices for the location have been narrowed down to two. The first location is the ground floor of a new apartment building on the main street with room for about 10 tables. The second option is in an existing building that is just off the main street that is currently being used as a bakery.

This case deals with the decision about whether to open the new restaurant and if so, where. The different types of expenditures that need to be made in opening a restaurant are reviewed, including the fixed investments for renovations, equipment, and permissions, etc.



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