

Finding the best place in Toronto to open an Indian restaurant

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1. Introduction

1.1 Background

Indian cuisine consists of a wide variety of regional and traditional cuisines native to the Indian subcontinent. Given the range of diversity in soil type, climate, culture, ethnic groups, and occupations, these cuisines vary substantially from each other and use locally available spices, herbs, vegetables, and fruits. Indian migration has spread the traditions of the subcontinent throughout the world. These cuisines have been adapted to local tastes. Curry's international appeal has been compared to that of pizza. Indian tandoor dishes such as chicken tikka enjoy widespread popularity.

Indian cuisines are very popular around the world and it is gaining its popularity rapidly. The demand of these cuisines is growing in countries like United Kingdom, Middle East, Southeast Asia, Canada and United States. A survey by The Washington Post in 2007 stated that more than 1,200 Indian food products had been introduced into the United States since 2000. There are numerous Indian restaurants across the US, which vary based on regional culture and climate. North Indian and South Indian cuisines are especially well represented. Most Indian restaurants in the United States serve Americanized versions of North Indian food, which is generally less spicy than its Indian equivalents.

Indian cuisine is widely available in Canada, especially in the cities of Toronto, Vancouver, and Ottawa where the majority of Canadians of South Asian heritage live. Beginning in the 1960s and 1970s, emigration from South Asia increased and the first groceries and restaurants run by Sikhs and other Indians began to appear in Canada. As communities blossomed in Vancouver and Toronto in particular, grocers and other food establishments rushed to fill the gap. Although Indian restaurants generally retained a heavy emphasis on North Indian cuisine due to the preponderance of Punjabi immigrants, waves of Indians from other parts of the diaspora began to diversify the offerings, from the Northern-influenced traditions of Indo-Caribbean immigrants to the Southern-influenced traits of East African Indians. The result is the highly diverse contemporary offerings at present.

1.2 Problem

Finding the right market and targeted customers is very important to start a new business or business at new place and could be a challenging task if sufficient data is not available. Fortunately, the required data is available on different platforms. We will analyze these data and find the neighborhood in the Toronto which will have the most common Indian restaurants.

1.3 Interest

People who are interested in opening a new Indian restaurants would be very interested to know about the best place to open their restaurants. Food companies like KFC, McDonald's, Starbucks etc. would be interesting in knowing about Indian cuisine markets to include Indian cuisines in their existing menu to increase their market size and profit. Also the people who wants to taste Indian food would be interested in knowing the most common place where they can get good Indian food