

# **EATERY ANALYSIS OF MELBOURNITES**

## **1 INTRODUCTION**

### **1.1 BACKGROUND**

Food is the one substance that has constant variety in this world! It is not simply stuff, that people eat when hungry, food is delicious, inventive, inspiring, and much more. Unlike, other societies with a dominant agrarian history, Australians have no cuisines inherited in the traditional sense. Immigrants from all over the world brought their culinary traditions with them to Australia.

Eating out is a popular pastime in Australia and we have a huge choice of fabulous cafes, restaurants, pubs and bars in our cities and towns. Therefore, it is very advantageous for investors to set up a food business in Australia.

Any taste! Any smell! Any colour! FOOD!

### **1.2 PROBLEM**

The main aim of this project is predicting a location for investors, to set up a restaurant in and around Melbourne Metropolitan regions (Melbourne is one of the major cities in Victoria, Australia). And also, this project aims to understand what Melburnians love to eat the most.!

### **1.3 INTERESTS**

Food is an emotion, which travels with us in every moment of our life. Investors would be interested in these predictions as it helps them to find a better place for setting up a restaurant and also for competitive advantages, to those who run food business.