

# Restaurant Consulting Proposal

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December, 2022

## **Project objective:**

**Find the optimal location in NYC and cuisine type for a new restaurant seeking longevity.**

# Understanding the problem

## Restaurant Locations

Recognize neighborhoods that may be heavily saturated in restaurants, and neighborhoods that need more.

This helps with narrow down location to limit overall competition.

## Cuisine Type

This will help guide us in what neighborhoods are lacking in cuisines.

- See what cuisines do better in specific neighborhoods
- Find a potential want in cuisine type

## Restaurant Violations

Must have an understanding of how restaurants do well. A measure of success is having an “A-grade” restaurant. Nobody wants to eat in a dirty restaurant.

# Understanding the market

# Target audience

People who prioritize cleanliness in a restaurant.

Factors of consideration:

- Scores/grades
- Critical flags

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# Market trends

## Trend 1

Number of A-grade restaurants

### **Client Implications:**

- Understand the competition of cuisine type with respect to the neighborhood
- Have a guide in terms of another successful restaurant

## Trend 2

Restaurants with unsatisfactory inspection scores and remarks

### **Client Implications:**

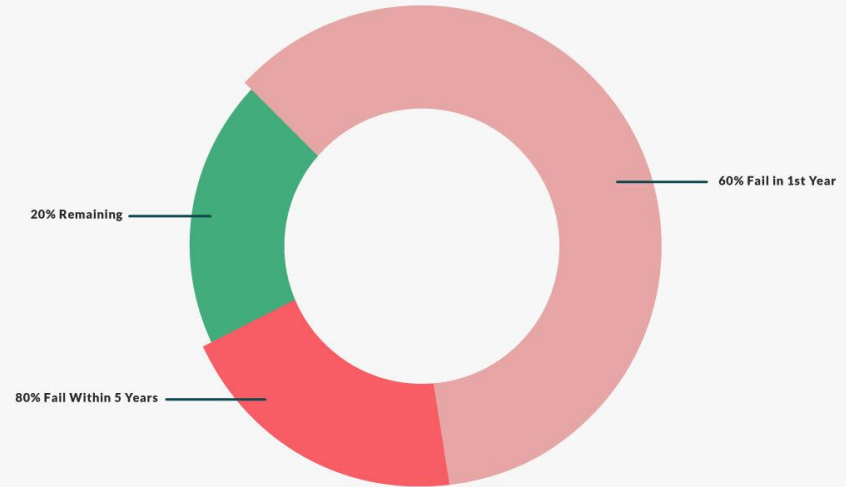
- The higher the score, the worst the condition is
- Consider the remarks of “critical flags”
  - Causes foodborne illnesses and has potential to kill

# Trend analysis

## Interpretation

- Assume restaurants open for 5+ years on track to becoming generational (~20 yrs)
- Identify low competition
  - Locate the fewest A-Grade restaurants
  - Pinpoint top three restaurants with the worst scores

### 80% of Restaurants Fail Within Five Years



<https://www.businessinsider.com/why-restaurants-fail-so-often-2014-2>

# Proposed restaurants

## Restaurant 1

- Bronx - Northeast Bronx
- Irish

## Restaurant 2

- Brooklyn - Central Brooklyn
- Tapas

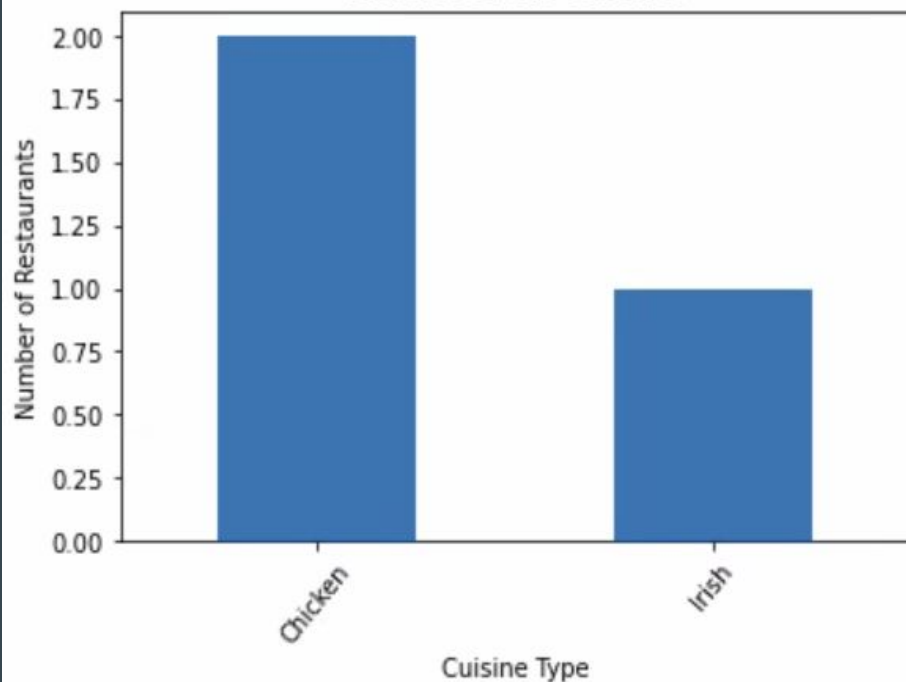
## Restaurant 3

- Manhattan - Greenwich Village & Soho
- Moroccan

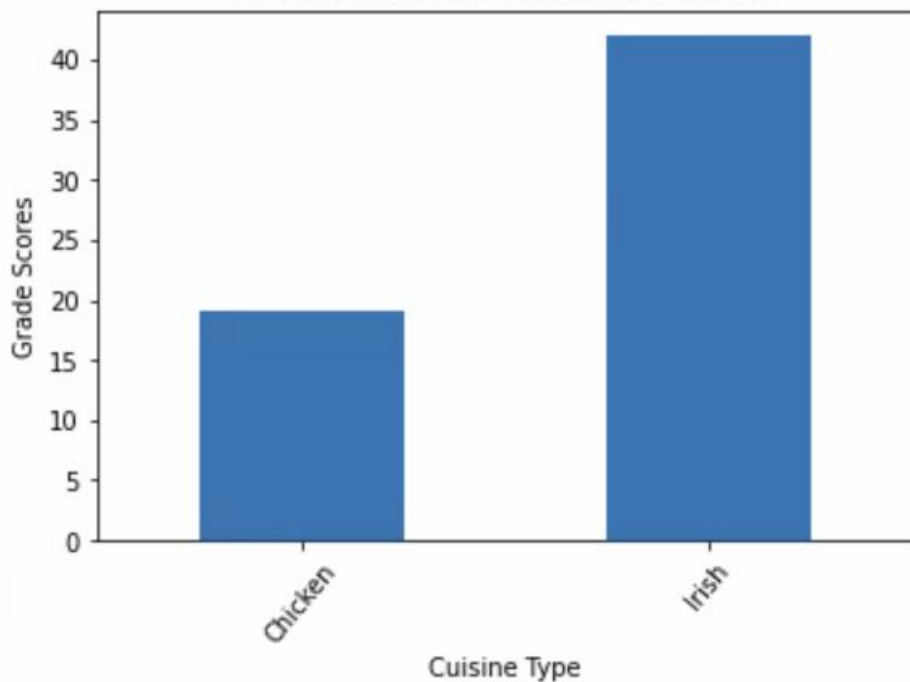


# Bronx Restaurant Decision

Bronx A-Grade Cuisines

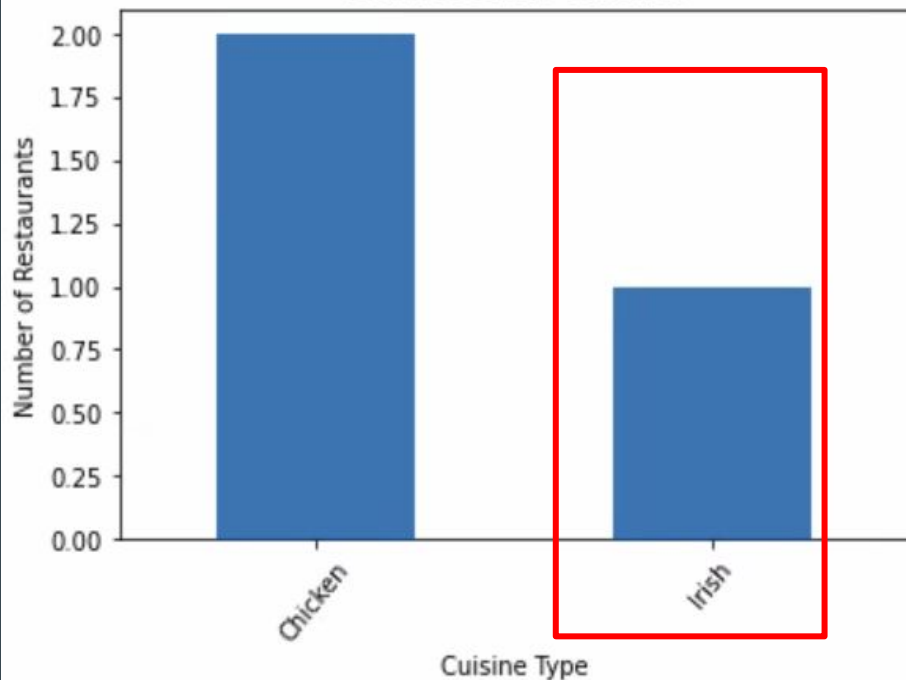


Bronx B&C-Grade Restaurant Scores

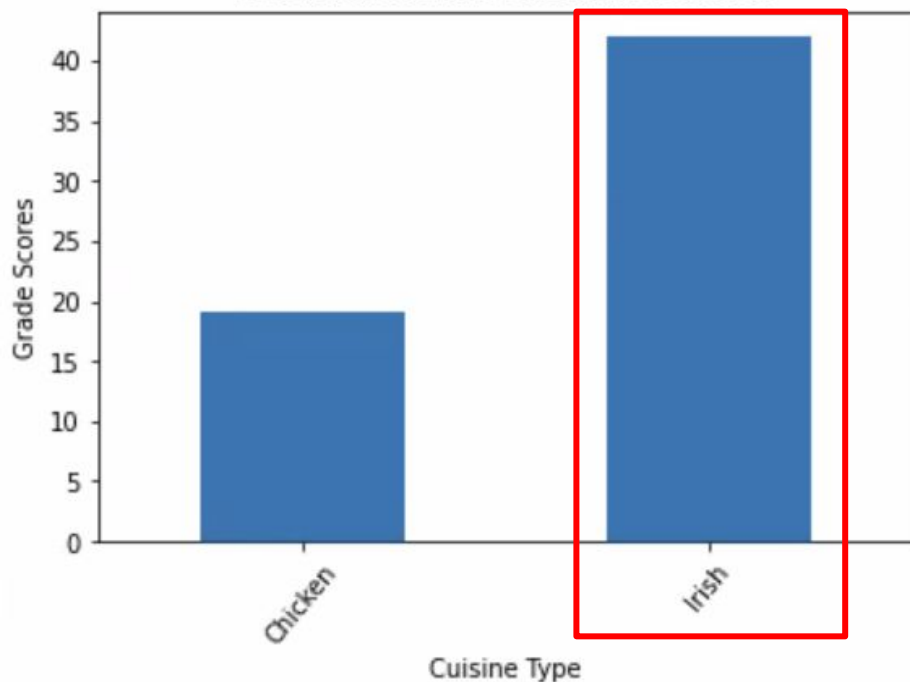


# Bronx Restaurant Decision

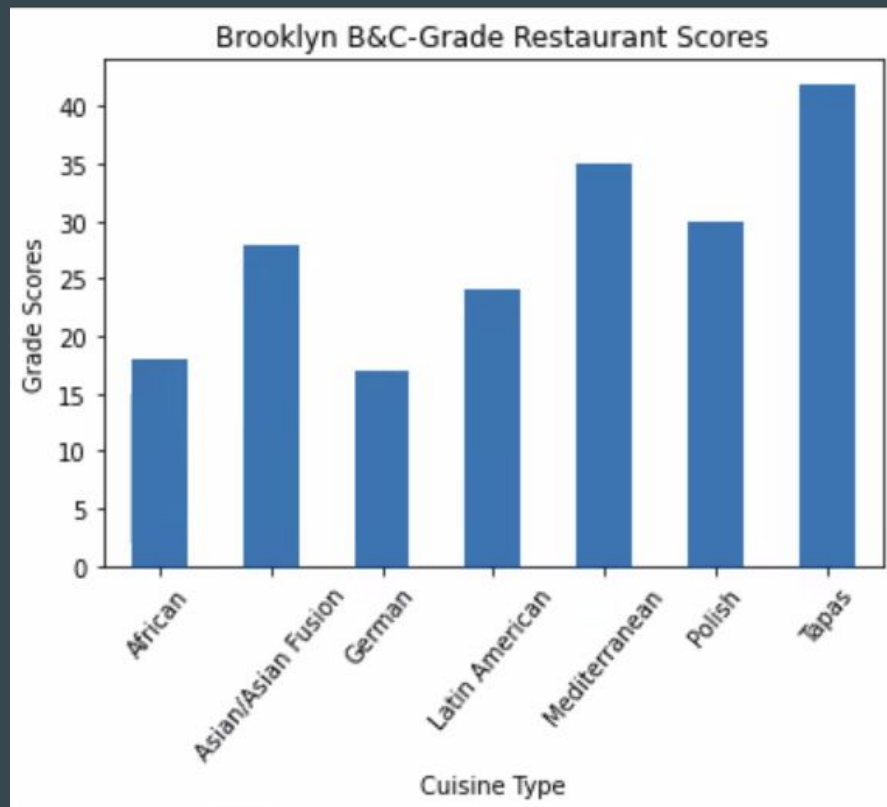
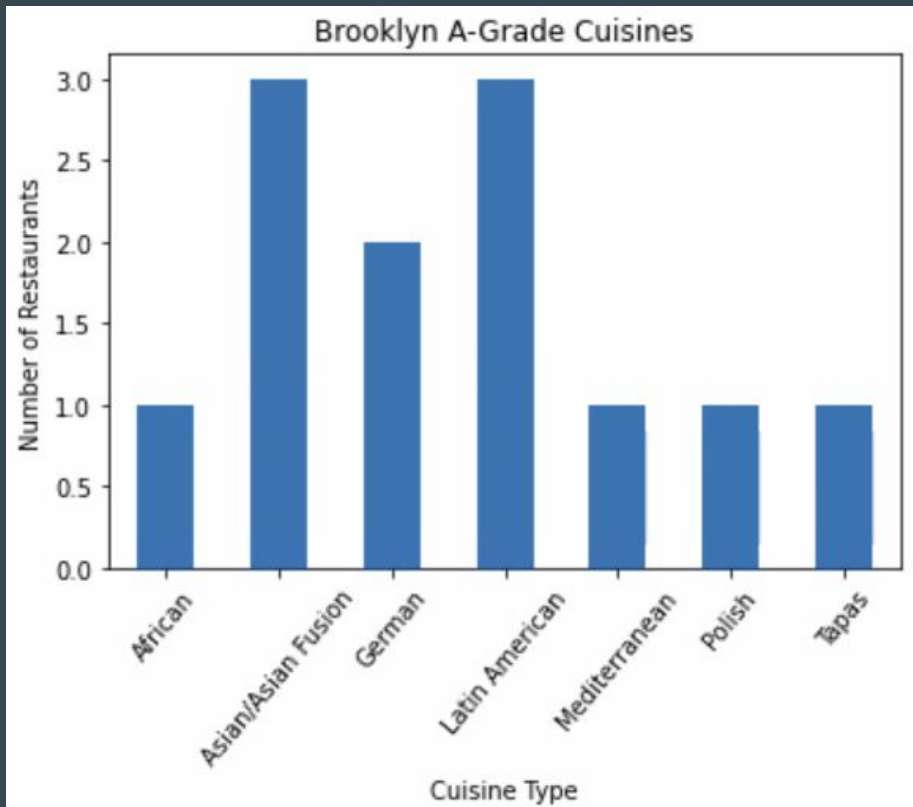
Bronx A-Grade Cuisines



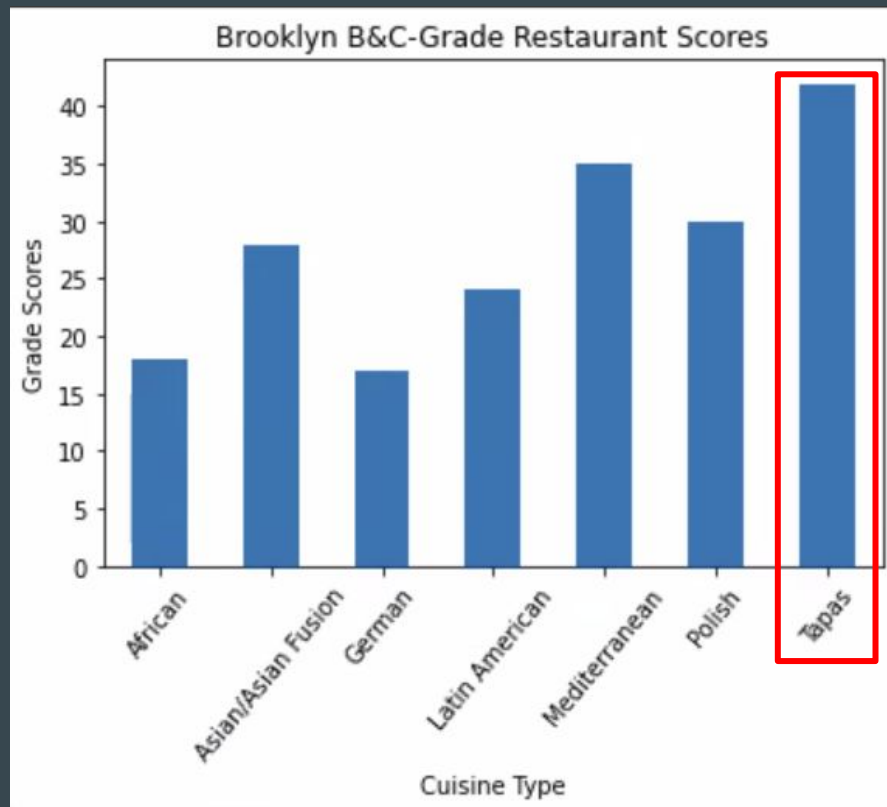
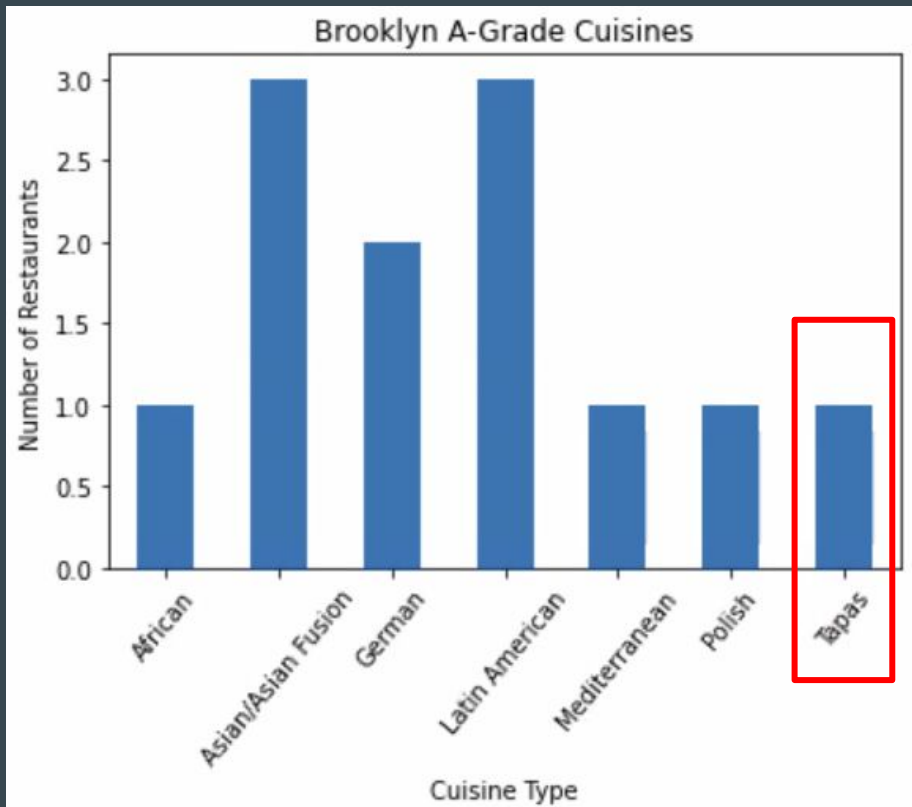
Bronx B&C-Grade Restaurant Scores



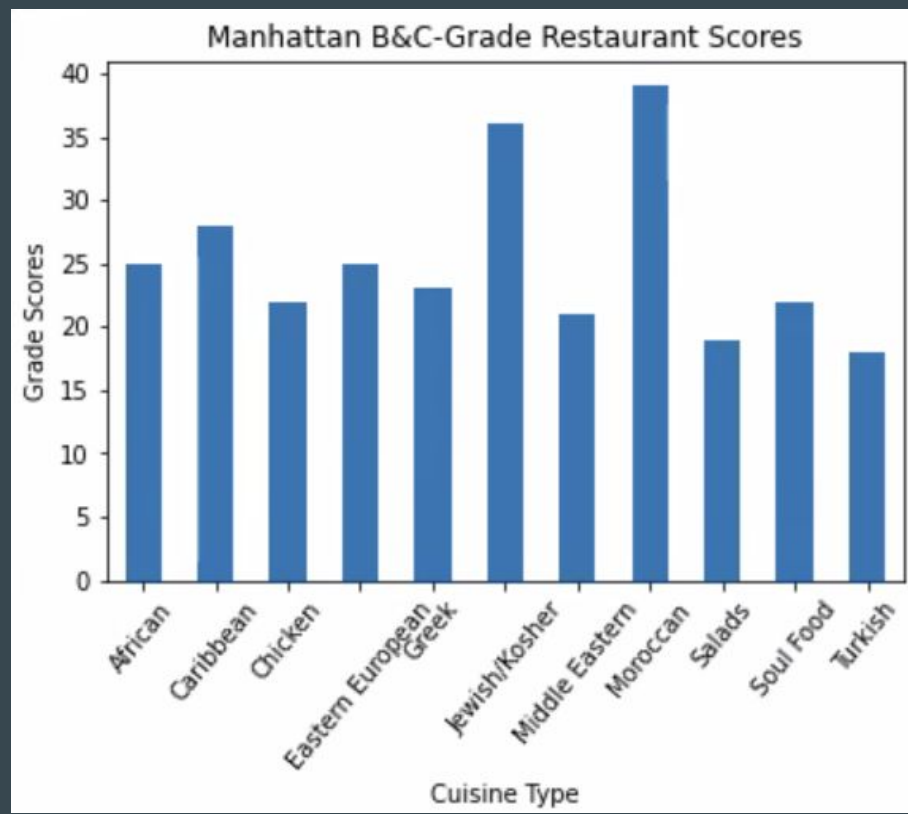
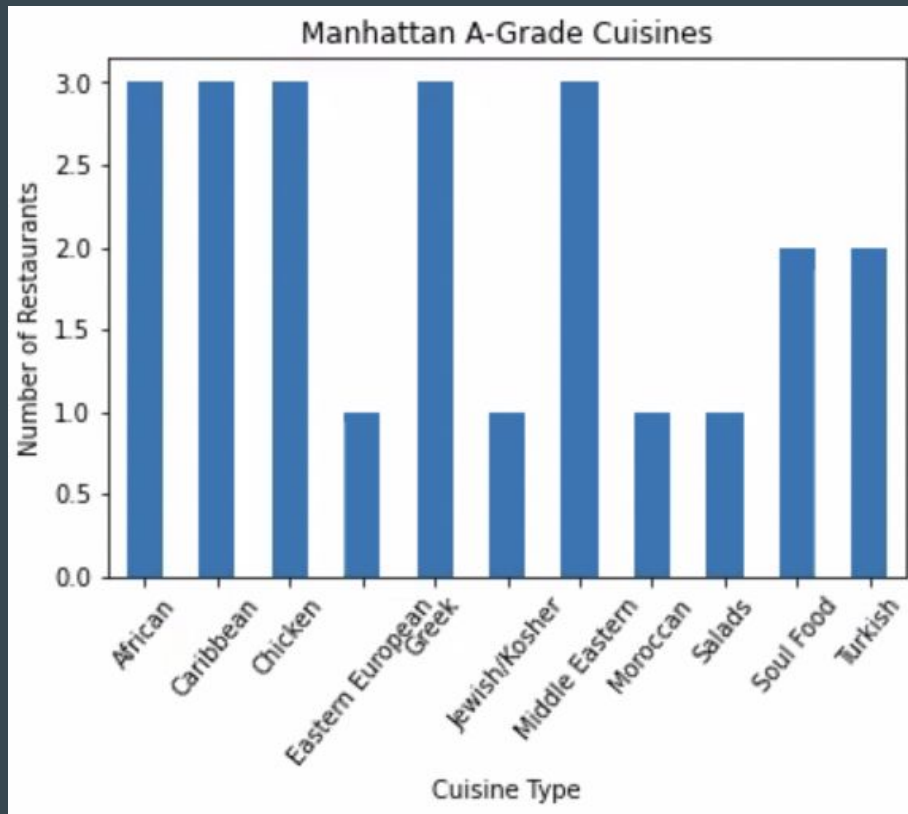
# Brooklyn Restaurant Decision



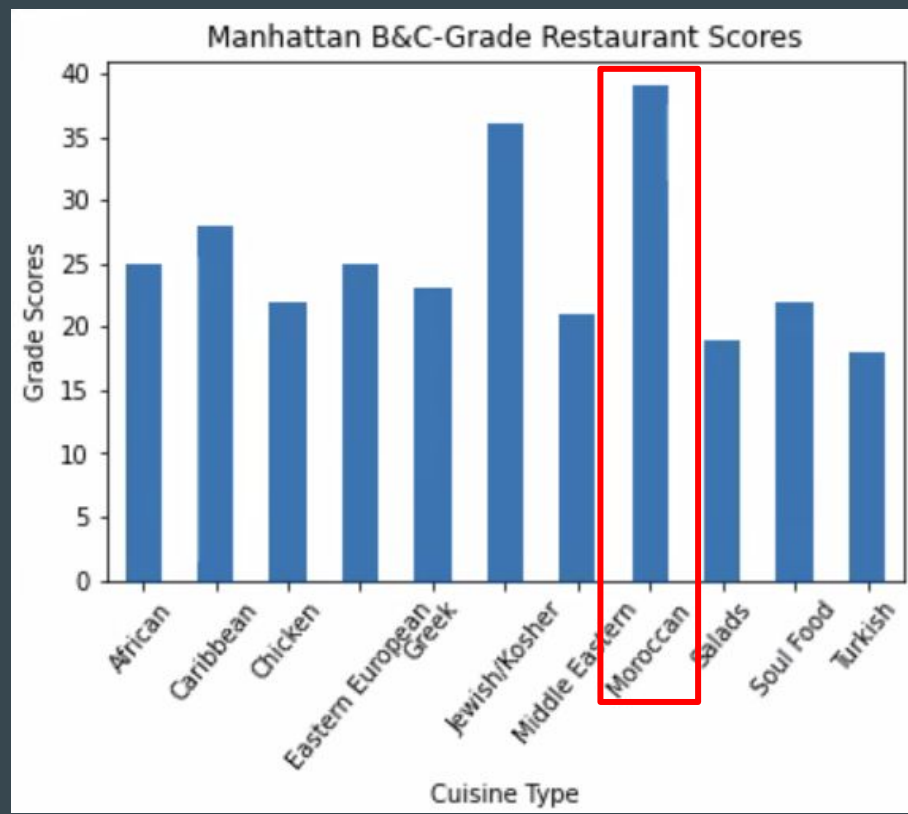
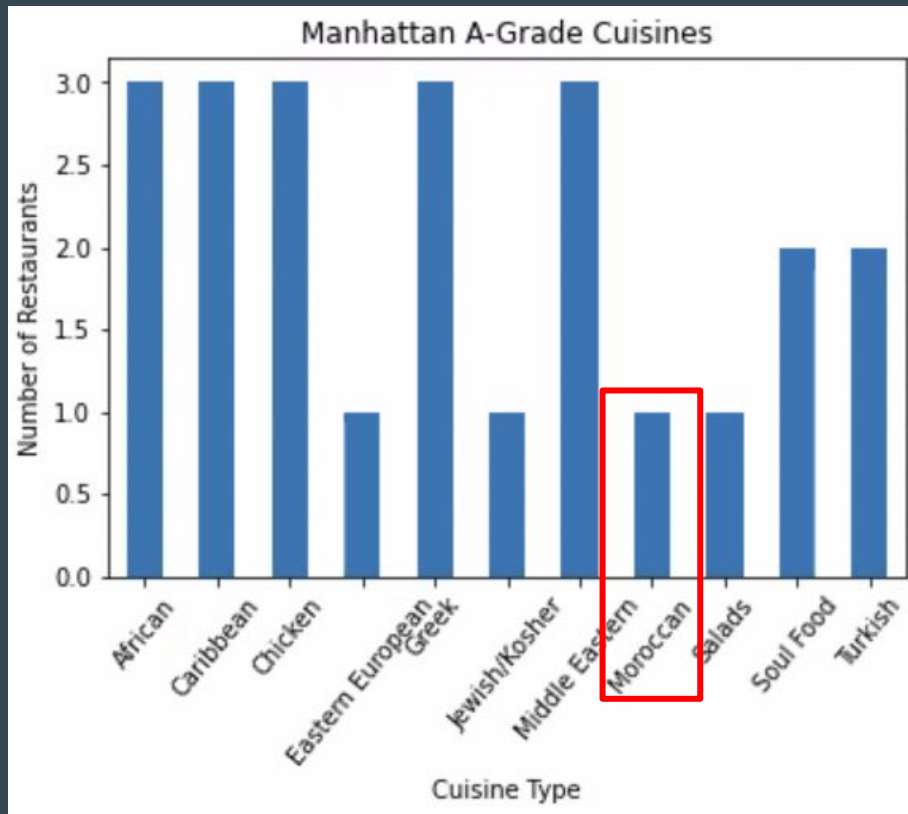
# Brooklyn Restaurant Decision



# Manhattan Restaurant Decision



# Manhattan Restaurant Decision



# Conclusion

The three ideal locations and cuisine types are:

- **Bronx - Northeast Bronx (Irish)**
  - Located near a park and golf course allowing for greater attraction especially among the wealthier
- **Brooklyn - Central Brooklyn (Tapas)**
  - Large population of African American and Caribbean Americans, thus leading to prosperity of tapas cuisine
- **Manhattan - Greenwich Village & Soho (Moroccan)**
  - Melting pot accepting any cuisine types with a lack of high quality Moroccan restaurants

# The Team



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Biomedical  
Engineering '25



Justin Do

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Finance '23