

# INTRODUCTION / Business problem

Running a Restaurant is a high Profitable business with considerable low investment after the Initial setup of the business is completed. To Start the aforementioned business there are lot of factors to be consider starting with the investors, capital and including the location factors, geological attributes, population density and Competitors. All these factors when analysed carefully yields in good profits for the business as they show direct effect on the profit/Loss scale.

New York is the most populated city in the in United States and Largest borough by population in New York is Brooklyn. This city has a lot of sectors consisting of people from all over and World spreading across various industries. This City has a lot of immigrants from various parts of the World. This shows that there are huge types of cuisines one can offer in the restaurant business. This city even has people from various native languages and there are many restaurants present in New York including India, Chinese, Italian Etc. Opening a Restaurant here is a good profitable business by carefully analysing the above-mentioned factors. The general initial factors is to knowing the type of restaurant we are willing to start and to know the audience of that particulate classification. Then to determine the location considering the geological and economic factors. Next step is to identify the potential threats to the business such as Competitors, Low Minimum Wage, Increasing Food Prices, Healthier Choices For Customers. Considering all the factors lets analyse Mumbai to open a restaurant for good profits New York has 5 Boroughs and among them there are total of 59 Community Boards

The factors we need to find can be the following

1. What type of customers we need to attract based the cuisine we offer (Target Audience)?
2. What are the best locations to start the business as to yield good profits?
3. What are the other similar types of restaurants that might affect our business model (Potential Competitors)?