

Coffee Shop in Toronto?

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1. Introduction

1.1 Background

Canadians drink more coffee than others in the world. Canada scores 3rd when tallying coffee consumption across the globe. Out of 80 countries, Canada ranked No. 1 in 2015 when tallying up how many litres of coffee per capita people gulped down at food service joints like cafes. The country also scored third highest for the total amount of brewed coffee people consumed both inside and outside the home which is an average of 152 litres per person. The statistics were compiled by global marketing research company, Euromonitor.

Long, cold winters are certainly a factor for Canada's coffee binge. Euromonitor research analyst, Mark Strobel said that there's definitely a correlation between ambient weather and hot drinks consumption. But it is not the only factor. Other factors include Java consumption at food service locations, Tim Hortons everywhere in the country. Tim Hortons is a quick service restaurant which is known in particular for its coffee and baked goods. There are currently 3,692 Tim Hortons locations across Canada. That's about one for every 9,000 Canadians. There's no restaurant in the world that has this type of penetration. Moreover, Tim Hortons has become part of Canada's cultural identity. Also, Coffee being a part of Canadians life highlights the fact that there are many Coffee Shops in Canada.

1.2 Problem

Coffee is a part of Canadians daily routine. Canada also has many coffee shops. But it does not mean that there is no possibility of starting up a new one.

Moreover starting a coffee shop in Toronto will definitely work as people love coffee but we should find a proper location.

Objective : To find the possible locations in the neighbourhoods of Toronto to open a new Café based on population and density.

Business question : In the neighbourhoods of Toronto, where an entrepreneur can start a new Coffee brand or a franchise to enjoy competitive advantage?