

Introduction:

In 2017, the city had an estimated population density of 28,491 inhabitants per square mile (11,000/km²), rendering it the nation's most densely populated of all municipalities (of more than 100,000), with several small cities (of fewer than 100,000) in adjacent Hudson County, New Jersey having greater density, as per the 2010 census. Geographically co-extensive with New York County, the borough of Manhattan's 2017 population density of 72,918 inhabitants per square mile (28,154/km²) makes it the highest of any county in the United States and higher than the density of any individual American city.

Business problem:

New York City's food culture includes an array of international cuisines influenced by the city's immigrant history. Central and Eastern European immigrants, especially Jewish immigrants from those regions, brought bagels, cheesecake, hot dogs, knishes, and delicatessens (or delis) to the city. Italian immigrants brought New York-style pizza and Italian cuisine into the city, while Jewish immigrants and Irish immigrants brought pastrami and corned beef, respectively. Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city.

In this context, we would like to find the best location for a Japanese restaurant.

Goal Find the best location:

The location of the restaurant is critical and has to factor various parameter (of which location against the competition)

Target Audience:

I would like to open a restaurant in Manhattan. The target audience is any entrepreneur that would like to open such a business