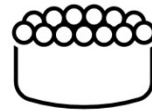


# Sushi Co. Toronto Expansion



# Introduction

- **Business Problem:**
  - Sushi Co. is looking to expand and open a new Sushi Restaurant in Toronto
- **Outcome**
  - Provide information and a recommendation for an informed decision where they could open this restaurant.



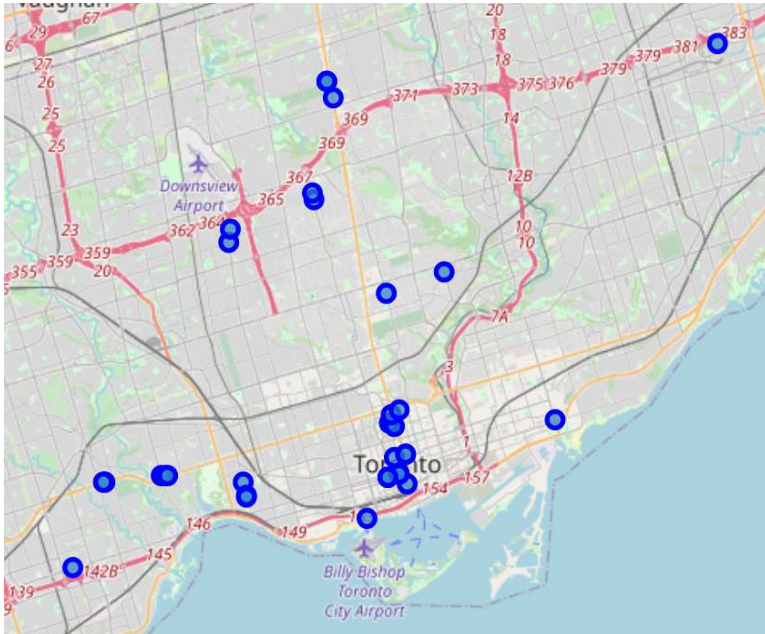
# Toronto, Canada Information

- One of the largest cities in Canada has a population of over 6 million people.
- The City is broken down into 103 postal codes



# Sushi Competition Data

- Toronto currently has 39 Sushi Restaurants.



Neighborhood	Venue
Lawrence Manor, Lawrence Heights	Yuki Japanese Restaurant
Lawrence Manor, Lawrence Heights	Tora Aburi Sushi
Ontario Provincial Government	Tokyo Sushi
Ontario Provincial Government	Sushi Garden
Garden District, Ryerson	Spring Sushi
Leaside	Kintako Japanese Restaurant
Central Bay Street	Japango
Central Bay Street	Spring Sushi
Richmond, Adelaide, King	Tachi
Richmond, Adelaide, King	JaBistro
Toronto Dominion Centre, Design Exchange	Tachi
Toronto Dominion Centre, Design Exchange	Sushi-Q
India Bazaar, The Beaches West	O Sushi
Commerce Court, Victoria Hotel	Tachi
Commerce Court, Victoria Hotel	JaBistro
Bedford Park, Lawrence Manor East	Sakura Garden
Bedford Park, Lawrence Manor East	Issmi Sushi
Willowdale South	Sushi Moto Sake & Wine Bar
Willowdale South	Aburi Room
Willowdale South	PROJECT:FISH

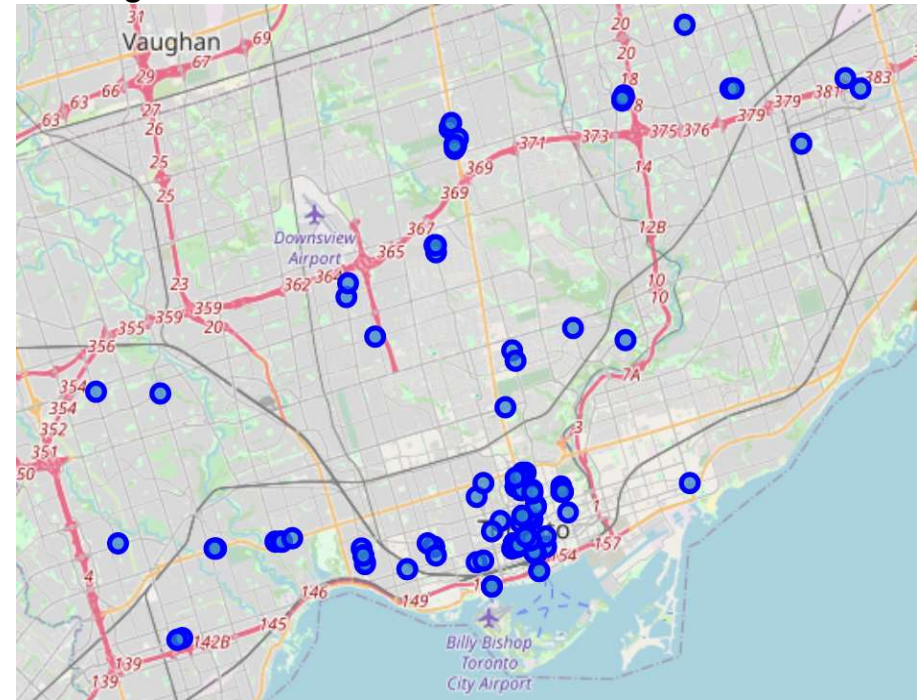
Neighborhood	Venue
Parkdale, Roncesvalles	Sushi On Roncey
Parkdale, Roncesvalles	Kami Sushi
Parkdale, Roncesvalles	Vincent Sushi
Davisville	Sakae Sushi
Runnymede, Swansea	Asa Sushi
Runnymede, Swansea	Yumi Sushi
Runnymede, Swansea	Yama
Milliken, Agincourt North, Steeles East, L'Amo...	Mr. Sushi
CN Tower, King and Spadina, Railway Lands, Har...	Guirei Sushi
First Canadian Place, Underground city	Tachi
First Canadian Place, Underground city	JaBistro
The Kingsway, Montgomery Road, Old Mill North	Momiji Sushi Bar & Grill
The Kingsway, Montgomery Road, Old Mill North	Sushi 2 Go
Church and Wellesley	Tokyo Sushi
Church and Wellesley	Sushi Garden
Church and Wellesley	Wow! Sushi
Church and Wellesley	Asahi Sushi
Enclave of M4L	Fukuoka Sushi
Mimico NW, The Queensway West, South of Bloor,...	K & B Sushi



# Sushi Alternative Competition Data

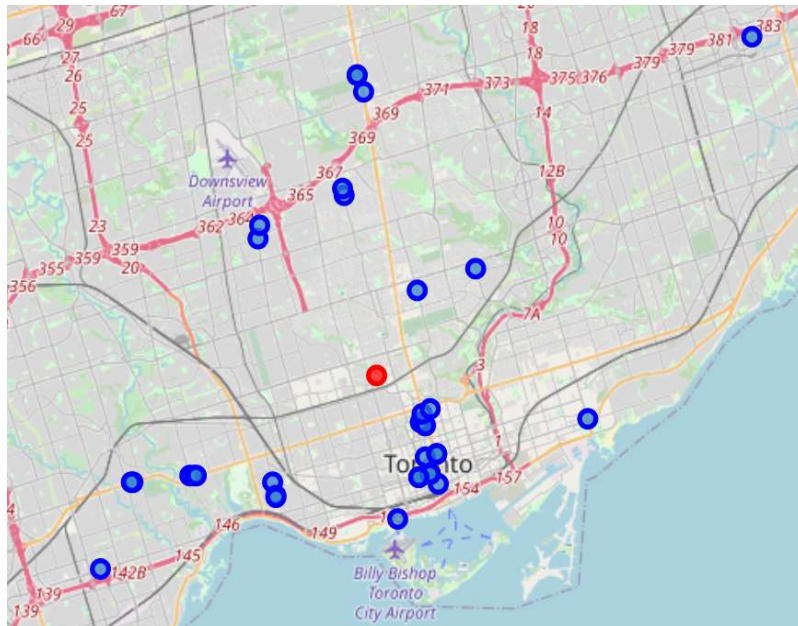
- Beyond Restaurants that are just Sushi establishments there are possible alternatives that may be considered by someone instead of Sushi.
- From the available location data, the alternative Venue Categories and counts:

Japanese Restaurants	46
Thai Restaurant	23
Asian Restaurant	17
Chinese Restaurant	10
Korean Restaurant	3
Taiwanese Restaurant	1

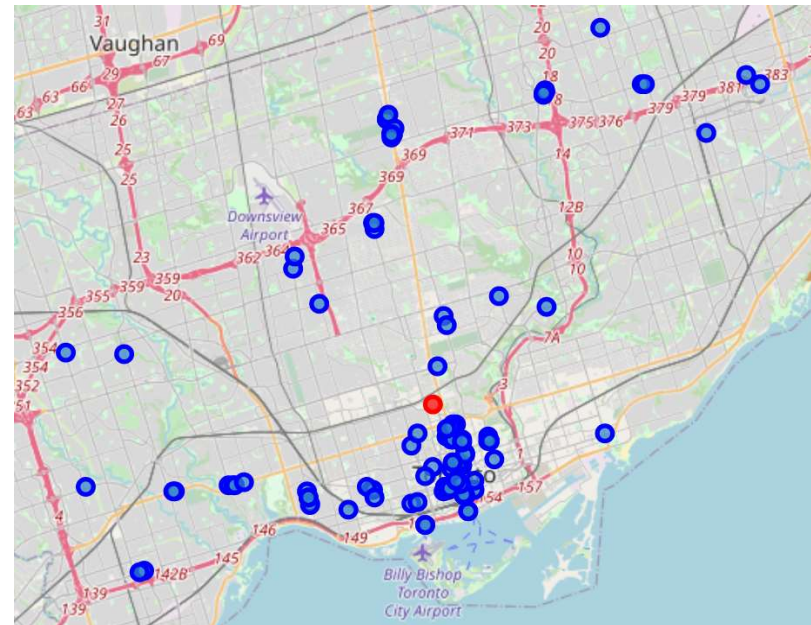


# Analytic Methodology Approach

- Our main goal is to get an optimum location for the new restaurant that was not too close to existing competition restaurants.
- Using K-means clustering we found the center points for Sushi Restaurants and Sushi Restaurants with Sushi Alternative restaurants



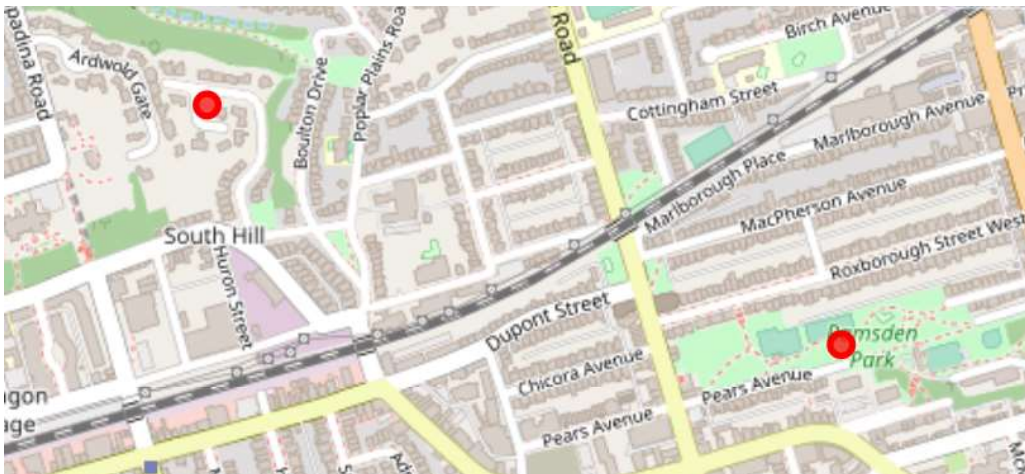
Sushi Restaurants w/ center point



Sushi Restaurants + Alternative's w/ center point

# Results

- Exact K-means locations analysis were found to be in a residential neighborhood and a park
- However, both came to locate Parkwoods Neighborhood as the choice
- Venues within Parkwoods would appear to be noncompetitive categories, possibly even complementary non eatery establishments and Sushi would be a differentiating restaurant choice.



Neighborhood	Venue	Venue Category
Parkwoods	Casa Loma	Castle
Parkwoods	Baldwin Steps	Historic Site
Parkwoods	Casa Loma Stables	Museum
Parkwoods	Flor de Sal	Modern European Restaurant
Parkwoods	Big Crow	BBQ Joint
Parkwoods	Toronto Archives	History Museum
Parkwoods	Spadina Museum: Historic House & Gardens	History Museum
Parkwoods	Blueblood Steakhouse	Steakhouse
Parkwoods	Pour House	Pub
Parkwoods	Tim Hortons	Coffee Shop
Parkwoods	LCBO	Liquor Store
Parkwoods	Roycroft Park	Park
Parkwoods	Casa Loma Parkette	Park
Parkwoods	Boulton Drive Parkette	Park
Parkwoods	Queen's Own Rifles of Canada Museum and Archives	History Museum
Parkwoods	Casa Loma Liberty Caffé	Café
Parkwoods	Summerhill Nursery & Floral	Garden Center

# Discussion / Conclusion

- From the mapping done Toronto has several existing Sushi restaurants but does not seem overly saturated for a large city.
- The Parkwoods Neighborhood seems like an optimum area to explore further with a mix of venues that may be complemented by a Sushi restaurants option
- Within the Parkwoods Neighborhood there is more commercial type shopping complexes a short distance to the west or southeast that may have open spaces to seek for rent.
- Large assumption of this analysis is based on distance spacing to other like based restaurants. That being a reasonable distance away from other restaurants would draw people from the immediate area that would have otherwise traveled outside the area to the next nearest restaurant.
- Other factors should likely be considered for a final decision.

