

Coursera Capstone Project

The Battle of Neighbourhoods

Introduction

Business Problem

Toronto is the capital city of the Canadian province of Ontario and is the most populous city in Canada with a figure of approximately 2.93 million. This figure constitutes a well-diversified city leading to a plethora of business opportunities in a variety of markets.

With a well-developed city, such as Toronto, this means that markets will be highly competitive causing the need for analysis in order to identify if there is a gap in the market for a particular business idea. With thorough analysis, we can highlight how saturated the market is and also gauge an idea of the risk involved.

Problem Description

An Indian Restaurant (IndyRest) is looking to bring itself to the market in the area of Toronto and is in need of in depth analysis to decide on where is best to locate their first restaurant in order to build its brand and reputation with the view to build a chain of restaurants across Canada.

Key factors

To determine the best location for IndyRest, we will examine the demand for such a business idea through key factors such as the population level as well as the languages spoken in this particular area. Another key factor is to analyse the competitiveness of the market for restaurants and, in particular, Indian restaurants so we can highlight the market saturation levels.

Audience

This analysis is targeted towards the management team of IndyRest to assist them in choosing a prime location for the restaurant and also to give them other choices with a range of locations and attributes associated with these locations which they may feel to be beneficial financially for their restaurant.