Search for the New

Food Concept

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Remarks: This is an initial version of the project report

# Introduction

Filipinos fondness for eating-out accelerated the proliferation of food businesses in the Philippines; from fast food chains, cafeterias, restaurants, and eat-all-you-can buffets especially in the big cities within Metro Manila.

Metro Manila is composed of 16 big cities which includes Manila and the adjacent and nearby cities namely Makati, Taguig, Las Pinas, Paranaque, Mandaluyong, Malabon, Navotas, Caloocan, Pasay, Quezon City, Muntinlupa, Valenzuela, San Juan, Marikina, Pasig.

The food business in the big cities in the Philippines seems to be congested already, but my business instinct says that, with the right concept and correct location, there is still room for a new food business and may well be the next Jollibee or Starbucks. As an entrepreneur, it’s always been my dream to have my own food business.

# Problem

With too many food businesses existing and with the new normal caused by the covid-19 pandemic, I want to know what business type and concept may be best to start, and where are the best possible locations for this new food business.

# Objective

The objective of this project is to find out what food concept is unserved or under-served under present circumstances and to determine the best location to put it up within Metro Manila. Exploring the existing businesses in and around the city centers of the Metro Manila cities, we may be able to get insights that may help us in our decision.

By the end of this project, we may be able to decide if it is good to put up a new food business or not, what kind of concept is viable, and in which area to put it up.

# Data

With this project, we will be extracting data utilizing Foursquare API to get business profiles and information of existing food related businesses in the cities of Metro Manila in the Philippines. We will also be needing the geographical location of Metro Manila cities. We may be needing additional data and information along the way.