

## **Introduction and Business Problem**

An investor is keen on setting up a modern mid-priced Chinese restaurant within the downtown area in Toronto, and would like to know which neighbourhood is most suitable.

The target customers of this planned restaurant are the people who work in the area (which will form the primary target segment for weekday lunch and to some extent weekday dinners), and people who live within the vicinity (which will be the target segment for weekends and weekday dinners).

However, the investor is most concerned about competition, both in terms of the choice of Chinese restaurants in the vicinity, and also the quality of those restaurants. Additionally, as the restaurant will be opened throughout the day (from 11:30am till 9:30pm), the neighbourhood should ideally have a reasonable number and good mix of venues and establishments that will ensure that there are potential customers all day.