

Coursera Capstone

New Japanese Restaurant in New York City

December 2020



Introduction

New York is well developed city of the United States of America. New York City's demographics show that it is a large and ethnically diverse metropolis. It is the largest city in the United States with a long history of international immigration. New York City is home to about 8.3 million people (2019), accounting for over 40% of the population of New York State.

There is a lot of business opportunities, it has no issue in attracting many different players into the market, but also this means that the market is highly competitive, the costs are high. Any new business venture needs to be explored carefully.

Business problem

This Capstone project analyses and selects the appropriate locations in the New York to open Japanese restaurant. The project will provide the best location where the investor should open a new Japanese Restaurant.

Target audience

The project is useful for developers and investors who are looking to new possibilities for Japanese restaurant in New York. As New York City is multinational city, it is a great place for such kind of restaurant.