

Capstone Project - The Battle of Neighborhoods

Opening an Ethiopian Cuisine Restaurant

Introduction

Business problem

The purpose of this project is to help investors establish which neighborhood in Toronto would be the best to open an Ethiopian restaurant. We will explore various neighborhoods and demographics of those neighborhoods in order to arrive at an answer to the question “which place/s would be the most ideal to open an Ethiopian restaurant?”

Toronto ranks as the 3rd most diverse city in the world, with over half its residents born abroad. It is often touted as the most multicultural city on the globe. This means generally the population would be open to diverse food offerings.

Target Audience

The target audience for this project is foreign investors, looking to expand their footprint in Toronto. The results of the analysis would give them a better understanding of which places would be most ideal to open up an additional franchise for their Ethiopian cuisine restaurants. This would help the investor to make better informed decisions, especially that they are unfamiliar with the place.