**Introduction**

The City of New York, is the most populous city in the United States. It provides lot of business opportunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. This also means that the market is highly competitive. As it is a highly developed city, cost of doing business is high. Thus, any new business venture or expansion needs to be analyzed carefully. The insights derived from this analysis will give good understanding of the business environment, which helps in strategically targeting the market And reduction of risk.

**Business problem**

The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.

Sushi restaurants have become so popular in the United States now it seems that there is one on every corner, not only in major cities but also in smaller cities. Starting a sushi restaurant can be a great business opportunity, but you need to distinguish yourself from others to enjoy long-term success.

**Find a suitable location.**

If you plan a real restaurant that can demand higher prices for fresh fish, delivered daily from Japan, focus on neighborhoods and outlets that already attract a sophisticated Japanese client. If you plan a cheap buffet restaurant, points to the masses looking for affordable high-traffic locations with large shopping centers and other local points of interest. So it is evident that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the Location

**Target Audience:**

My client wants to open his business in Manhattan area, so I only focus on that borough during my analysis. The objective is to locate and recommend to the management which neighborhood of New York city will be best choice to start a restaurant. The Management also expects to understand the rationale of the recommendations made.

This would interest anyone who wants to start a new restaurant in New York city.