

Report :

The Battle of the Neighbourhoods

Introduction & Business Problem :

Background:

New York, the financial capital of USA, is the most populous city in the United States. It has become a global hub of business and commerce by attracting many different players into the market by providing business opportunities and business friendly environment. The market in New York city is highly competitive, thus, any new business venture or expansion needs to be analysed carefully. The insights derived from the current analysis will give good understanding of business environment which help in strategically targeting the market.

A restaurant or an eatery, is a business that prepares and serves food and drinks to customers in return for money. Restaurants vary greatly in appearance and offerings, including a wide variety of cuisines and service models ranging from inexpensive fast food restaurants and cafeterias, to mid-priced family restaurants, to high-priced luxury establishments. The City of New York is famous for its excellent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history. So it is evident that to survive in such competitive market it is very important to plan strategically. Various factors need to be studied in order to decide on the Location such as, Population, Cuisine served / Menu of the competitors and markets, etc.,

Target Audience

The objective is to Identifying the best neighbourhood of New York city to start a restaurant business. This would interest to the people looking to start a new restaurant in New York city.

Success Criteria

The success criteria of the project will be a good recommendation of borough/Neighbourhood choice to restaurant business aspirants on list of such restaurants in that location and nearest suppliers of ingredients.