

Identifying Potential Locations to Establish an Armenian Restaurant in São Paulo, Brazil

Introduction

The distinctness of Armenian nation has found expression in a great number of aspects: the language (a one-language language group within the Indo-European language family, with two standardized forms: Eastern and Western); the alphabet (own alphabet of 39 letters, that centuries ago was also used as a numerical system by Armenians); the Church (Armenian Apostolic). Another distinctive feature is the Armenian Diaspora. Armenians, along with Jews, represent a rare example of a nation, most of whose representatives live outside the homeland.

The total number of Armenians residing in Armenia, according to UN data, is around 3 million, whereas the number of those outside is estimated to be, according to different sources, 6-7 million. Jews abiding in Israel total 5.9 million, whereas the Jewish Diaspora comprises more than 7 million people. The biggest Diasporas in the world are Chinese and Indian, but they do not by any means exceed the populations in their respective countries as in the two cases mentioned above.

Today the largest Armenian communities are in Russia (2.25 million), USA (1.5 million), France (about 450,000). Other significant communities are in Georgia, Argentina, Lebanon, Iran, Poland, Ukraine, Germany, Australia, **Brazil**, and Canada. Another particularly important community used to exist in Syria, but after recent events most Armenians have fled the country, many of them asking for residency in Armenia.

The key objective of this project is to help a group of investors to identify potential locations in São Paulo, Brazil, to establish an Armenian restaurant, targeting its efforts not only to Armenian-origin residents but also to other market segments with long-lasting historical relationships with Armenians. Our particular interest will be in neighbourhoods where there is already a strong gastronomic tradition, but that does not include an existing Armenian restaurant or other restaurants known for their Greek and Arab traditions.

The Business Problem

São Paulo is a cosmopolitan city where restaurants of all types and origins abound. Our particular interest will be in neighbourhoods where there is already a gastronomic tradition, but that does not include other Greek and Arab-food restaurants, the latter including the Syrian and Lebanese cuisine.

Data science-based techniques will be employed to generate potential and promising neighbourhoods' candidates. Advantages of each areas will then be clearly expressed so that best possible final location can be chosen by the stakeholders.