

Restaurant Opening in Singapore

COMPETITING IN A COMPETITIVE COUNTRY

LUKAS THAM | 30/12/2019

INTRODUCTION

Although Singapore is one of the smallest countries in the world, Singapore is an economic giant. Having the best economy in Southeast Asia for almost a century, it is also a multiracial country which contains Chinese, Malay, Indian and Eurasian cultures and religions. Furthermore, Singapore contains many neighbourhood in the East, West, Southern and Northern Region. Since Singapore is a multiracial country, it contains many different cultures, especially in the culinary industry. There are many different restaurants in Singapore from different cultures such as Japanese, Chinese, Malay, Indian, Western, and the list expands further. To open a restaurant in Singapore can be challenging as there are already so many restaurants with different cultures in Singapore and to open a similar restaurant selling food that is similar to what others are selling can be difficult as we have to compete with those highly established restaurants.

Data

Therefore, to resolve the problem, using the foursquare API, I would get the appropriate location in a random region, e.g the West Area, and using a specific location in the west to find the clusters of restaurants in that particular area. From there, the data can identify what kind of restaurant is lacking in that particular area. For example, there might not be a Japanese restaurant in that area. If someone is planning to open a Japanese restaurant in that area, we can suggest that area for them to set up that particular restaurant in that particular area. This would then be the ideal place to attract more customers to have a meal at that particular place.