**Part of assignment on Capstone Project - The Battle of Neighborhoods (Week 1):**

**Project Title: Exploring Montreal’s Food Diversity**

**Introduction and Business Description**

**Problem Background and Importance**

I currently reside in Montreal and am positively charged by its vibrant environment and surroundings. Montreal is metropolitan city in the province of Quebec on the Island of Montreal in Canada. Its population in 2019 was 4,195,523. It has been projected to grow to 4,377,306 by 2025 and 4,572,740 by 2030 ( <http://worldpopulationreview.com/world-cities/montreal-population/>). The main city has a population density of 4,517 people per square kilometer. Montreal has diverse ethnic groups including French, Italian, Irish, English, Scottish, and Spanish. Its visible minorities are black, Arab, Latin Americans, South Asians and Chinese.

To narrate multitude opportunities and scope of its evolving life style, I refer to a report (<https://toolkit.mtl.org/en/studies-reports-and-statistics>) published by Montreal Tourism. It is truly number one city, one may agree, from various perspectives including:

* 1st in North America and 20th in the world for hosting international events; 1st in North America and 10th in the world for reputation, 11th in the world for food diversity with 58 different types of cuisine
* 1st among smart cities in Canada and 2nd in North America, 2nd in the world for millennials, 1st university city in North America and 4th in the world
* 1st in Canada for the number of the world’s most sought-after hotels, 1st in the Americas and 15th in the world for hosting international meetings
* Canada’s top city for hosting major sporting events,
* Home to one of the North America’s top 10 airports
* Home to one of the world’s coolest neighborhoods: little Italy.
* 2nd among North America’s top 15 cities for quality of life.
* Famous Jazz festival attracts enormous number of tourists from across the globe during July - August.
* More than [one in every ten Canadians lives in the Montreal Metropolitan Area](http://www.statcan.gc.ca/pub/11-627-m/11-627-m2016002-eng.htm). <https://canadapopulation.org/montreal-population/#Montreal_Metropopulation>

Quebec culture is known for fine quality of dining with a style and the society is vibrant. Investment must be kept maintained or enhanced to keep up with above distinction of Montreal. Such ventures will support the peace and prosperities of Montreal, Quebec and Canada. These above factors, among others, will encourage the new entrepreneurs to open investments in the restaurants of generality or specialty, and for which they will need the scoping study, with some aspects provided in this project.

**Problem Description**:

The purpose of this project to provide a descriptive picture of food diversity in Montreal and its neighborhoods, and understand the factors, which can explain the diversity, along with any possible dependencies among these factors

**Target Audience**

This project is targeted to the entrepreneurs who could be a start-up for opening a normal restaurant, a restaurant with specialty, or operation of nodes of its supply chain, of course at the place of significance in terms of low competition and operating cost, as well as to the clients [audience or stakeholders] of these selective places. as well as at the profitable related

**Success Criteria**

The identified venues with restaurants representing diverse foods and clusters of venues associated with specialty foods.