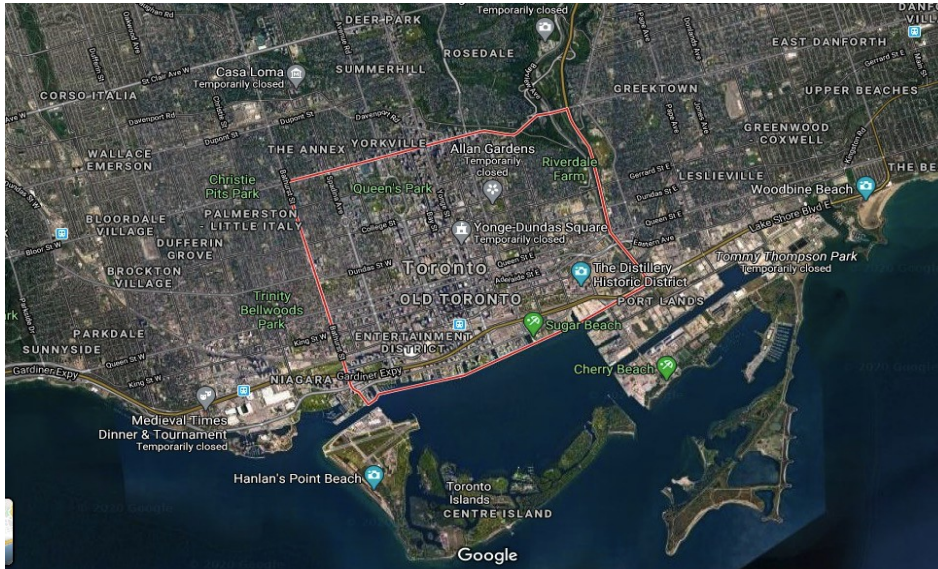


The Battle of Neighborhoods

Business Problem



Introduction

Background

Lake Ontario is one of the five Great Lakes of North America. It is surrounded on the north, west, and southwest by the Canadian province of Ontario, and on the south and east by the American state of New York, whose water boundaries meet in the middle of the lake.

Ontario, Canada's most populous province, was named for the lake. Many cities, including Canada's most populous city Toronto, Rochester, and Hamilton, are located on the lake's shores. In the Huron language, the name Ontario means "great lake".

Its primary inlet is the Niagara River from Lake Erie. The last in the Great Lakes chain, Lake Ontario serves as the outlet to the Atlantic Ocean via the Saint Lawrence River. It is the only Great Lake not to border the state of Michigan.

Toronto is Ontario's capital city, Canada's largest municipality and the fourth largest city in North America. It is made up of the former cities of Toronto, North York, Scarborough, York and Etobicoke, and the former borough of East York. Population of Toronto is 2,731,571

It is the most populous city in Canada, a multicultural city, and the country's financial and commercial centre. Its location on the northwestern shore of Lake Ontario, which forms part of the border between Canada and the United States, and its access to Atlantic shipping and to major U.S. industrial centres via the Great Lakes have enabled Toronto to become an important international trading centre.

Most importantly, its central location, along with a host of political policies favouring international trade, places this city with the greatest economic ties to, and influence from, the United States. Since the second half of the 20th century the city has grown phenomenally, from a rather sedate provincial town—"Toronto the Good"—to a lively, thriving, cosmopolitan metropolitan area.

The Problem description:

The most popular US catamaran and pleasure yacht dealer wants to open a new branch in Canada.

This dealer's main office is on Lake Ontario on the US side. The dealer has a yacht salon and a service center. The main business is the short-term rental of yachts and boats, usually for the weekend. The second part of the business is the sale of boats and yachts.

The dealer has a budget and the ability to open and run only one office in Canada. He is looking for the best place for his own business and new office. He plans to make street advertisements and attract new customers to a new office to close deals.

Therefore, the place for the new office should be suitable for prospective customers and should be in the most promising place.

Objective:

Our goal is to find the best area for a new office. The main criteria of our neighborhood are the prosperity and wealth of citizens, as well as the density of people with the same social status.

They should be able to rent a boat or yacht at the weekend.

Location density is essential for street advertising

The location of the new office should be in the Lake Ontario.

For the purposes of this project, we need:

- Compare housing prices and find where above
- Compare restaurant ratings and find the best status
- Compare school rating

For whom is this Project:

This report and results would be useful for businessmen who are interested in relocating own business or opening new office/branch in Toronto. Provided that they offer services for this target group of residents

Location of the new office:

The Ontario Lake is one of Canada's largest lakes. And Toronto is the largest lake-side city in eastern Canada.

Toronto Harbour or Toronto Bay is a bay on the north shore of Lake Ontario, in Toronto, Ontario, Canada. It is a natural harbour, protected from Lake Ontario waves by the Toronto Islands.

Today, the harbour is used primarily for recreational boating, including personal vessels and pleasure boats providing scenic or party cruises. Ferries travel from docks on the mainland to the Islands, and cargo ships deliver aggregates and raw sugar to industries located in the harbour. Historically, the harbour has been used for military vessels, passenger traffic and cargo traffic.

Waterfront uses include residential, recreational, cultural, commercial and industrial sites.

Also Toronto Harbor have many bad weather boat shelters and many residents have the opportunity to spend a weekend on the lake by boat or yacht.