

**The Battle of Neighbourhood
IBM Capstone**

Opening a New Coffee Shop in Toronto

By: Meilu Wang

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1. Introduction

1.1. Background

As the capital of Ontario and the financial center of Canada, Toronto is a metropolis for leisure, entertainment, economic development and talent exchange. Like New York City in USA and Shanghai in China. With a recorded population of 2,731,571 in 2016, it is the most populous city in Canada and the fourth most populous city in North America.

As we know, coffee is a necessary product of our daily life. We can see people on the streets with a cup of coffee in hand, especially in Downtown. In the stressful and fast-paced work or study pressure, enjoying a cup of coffee become a good way to relieve stress. Coffee Shop is a good place for talking with friends, studying, meeting new friends, reading books or just relax and enjoy the coffee. There are lots of coffee shop in Toronto, Canada. For example, Starbucks, Second Cup, Balzac's, Tim Horton's and so on. Therefore, the most important thing to opening a coffee shop is the location.

1.2. Business Problems

The objective of this project is to find a suitable location to open a Coffee Shop in Toronto, Canada. In order to solve the final objective, we also need to analyse the following information: What is the best location in Toronto for coffee shop? Which area lack of coffee shop? What is the best place to stay if you prefer to get a coffee more comfortable?

1.3. Target Audience

People who want to open a coffee shop, and people who like coffee.