

Exploring Toronto Neighborhoods- Opening an Italian Restaurant

Toronto is one of the most populous cities in Canada. Toronto's demographics show that it is large and ethnically diverse. With its diverse culture comes diverse food items. There is a wide variety of restaurants in Toronto, each belonging to categories such as Chinese, Indian, French, Jamaican, Portuguese etc.

In this project we would go through a series of steps to determine whether or not it is a good idea to setup an Italian restaurant in Toronto and if what areas/neighborhoods would be the most profitable for the restaurant. The success of a restaurant depends on the customers and so it is important to cater to the right crowd. Toronto is home to the vast majority of the Italian community in Canada. Toronto is also home to the fourth-largest Italian community outside of Italy, behind São Paulo, Brazil, Buenos Aires, Argentina, and New York City, respectively so it already sounds like a good idea to setup a restaurant in Toronto. However, we have to be sure whether it would be a profitable idea.

Toronto's diversity is reflected in Toronto's ethnic neighborhoods such as Chinatown, Corso Italia, Greektown, Kensington Market, Koreatown, Little India, Little Italy, Little Jamaica, Little Portugal & Roncesvalles but for the sake of this project the target audience would be the Little Italy Community.