

Capstone Project- The Battle of Neighborhoods

Opening Asian restaurant in London

1 Introduction

1.1 Background

As increasing numbers of consumers want to dine out or take prepared food home, the operations have skyrocketed from 155,000 about 40 years ago to nearly 960,000 today. Owning and running your own restaurant business is a dream of many people but hard reality is that many restaurants fail during their first year, frequently, due to a lack of planning. There is still a room in the market for restaurant business with decent planning. A restaurant's location is as crucial to its success as great food and service. While choosing your restaurant's location, it is important to identify where your intended customers are located.

London is the capital and largest city of England and the United Kingdom. Opening a restaurant in the capital city like London can be challenging as you need to make huge investment but before making such investments you want to be certain about the place to enjoy maximum patrons. London has a large population of people from different foreign countries from Asia, Australia, America, Middle East. The 2011 census recorded that 2,998,264 people or 36.7% of London's population are foreign-born making London the city with the second largest immigrant population, behind New York City. Ethnicity is one of the many factors that play a role in food choices so factors such as the kind of demographics who live there (Racial make-up, ethnic groups) can give investors a good start off. In this project, we aim to find ideal location for opening Asian restaurant in London through analysis of demographics of London to choose best borough and explore neighborhoods of that borough.

1.2 Target audience

This report mainly targets stakeholders interested in opening an Asian restaurant in London, United Kingdom. Others who are interested in opening a restaurant based on the population of ethnic group by borough may also be interested in this analysis.