

Analysis of Businesses in Los Angeles



The LA Culinary Scene

The LA culinary scene is exceptionally diverse and includes many restaurants, bars, cafes and bakeries.

This lively and dynamic environment opens up many opportunities for innovation!

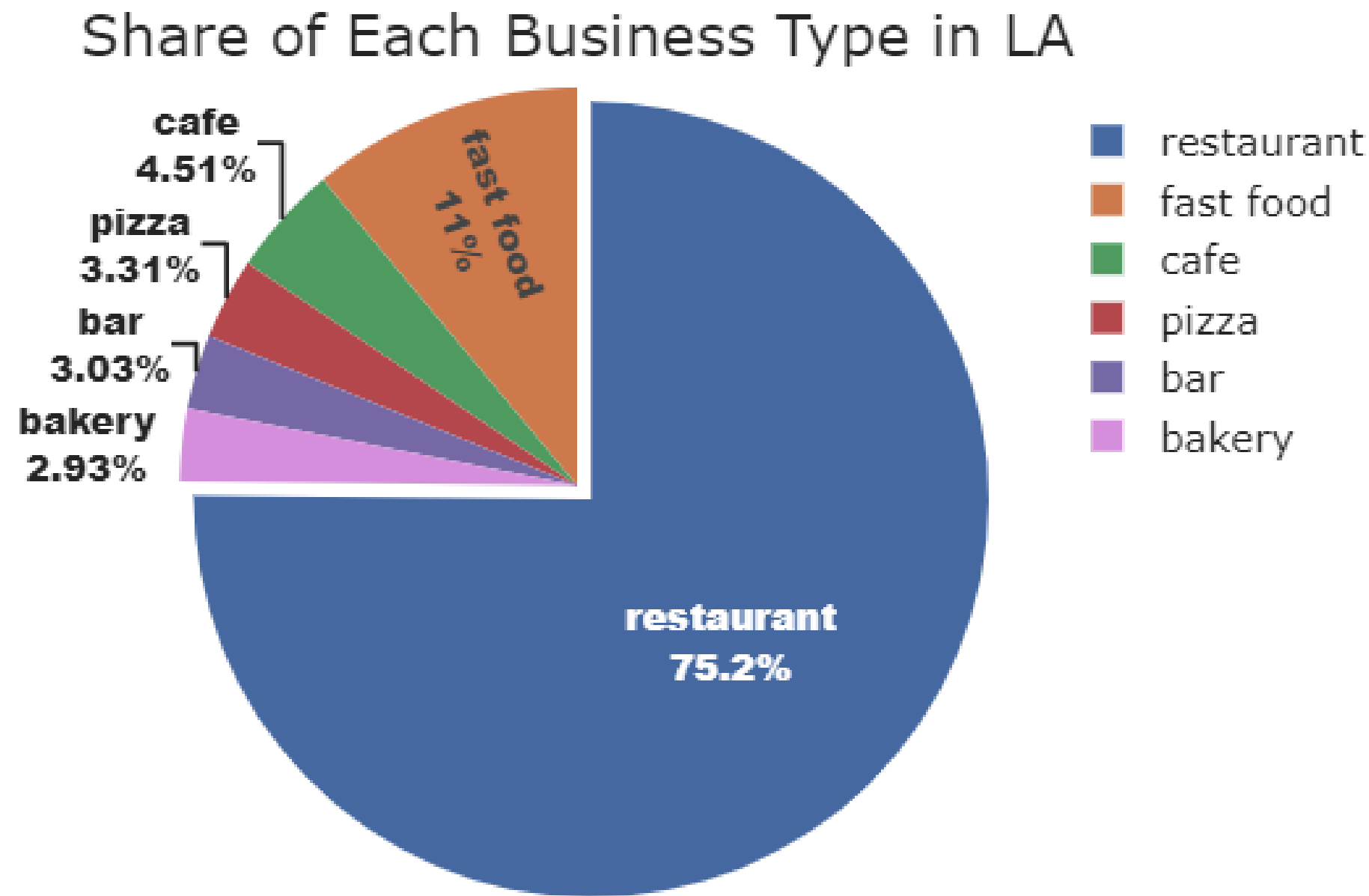
In this ever changing market, how do we choose the most stable and successful type of venue that will make our dreams come true?

How do you know which venue could one day become a popular chain like Starbucks or Subway?

Lets dive in and find out!



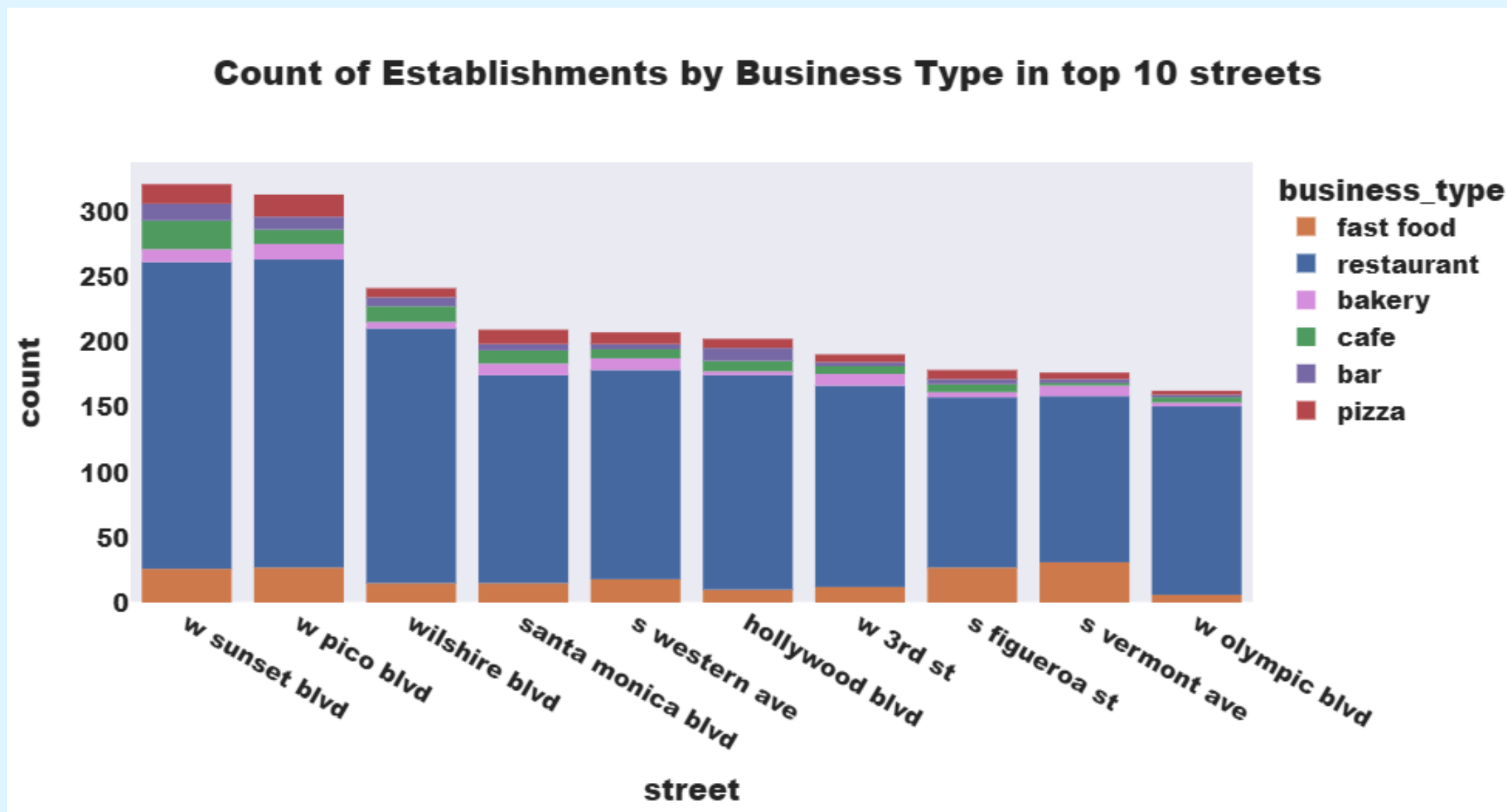
Restaurants Have the Highest Market Share of Businesses in LA



- **75.2% of the businesses checked in LA are restaurants**
- **Fast Food Venues, Cafes, Pizzerias, Bars and bakeries make only 24.8% of this market**

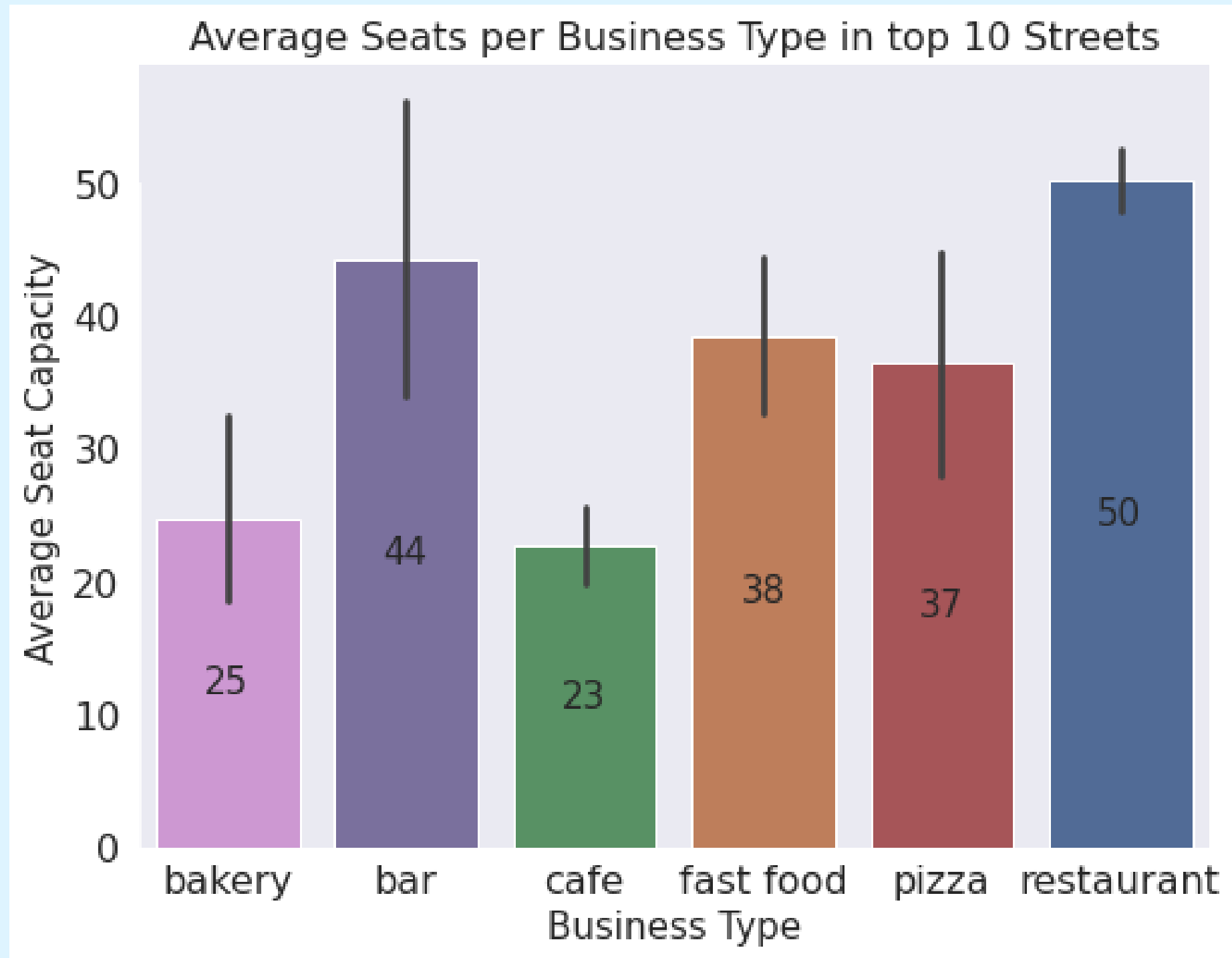
Restaurants Dominate the Busiest Streets of LA

Even in the busiest and most demanding streets of LA:



- Restaurants are still in the lead in market share
- Fast food, Pizzerias, cafes, bakeries and bars make the rest of the market

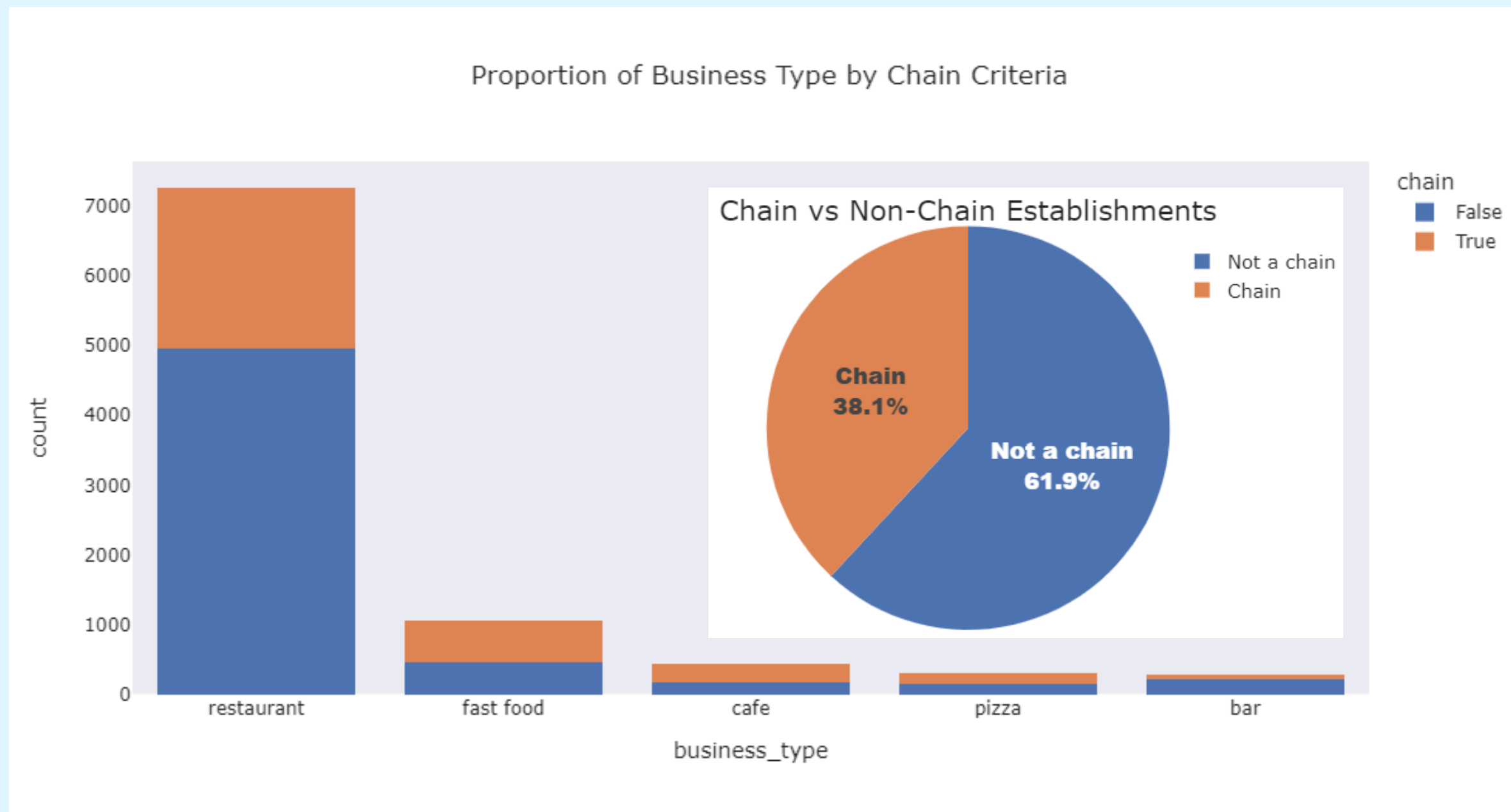
Restaurants are largest while cafes are smallest



- Most of the venues have an average seat capacity of less than 50
- Restaurants and bars tend to be the largest
- Cafes and bakeries tend to be the smallest



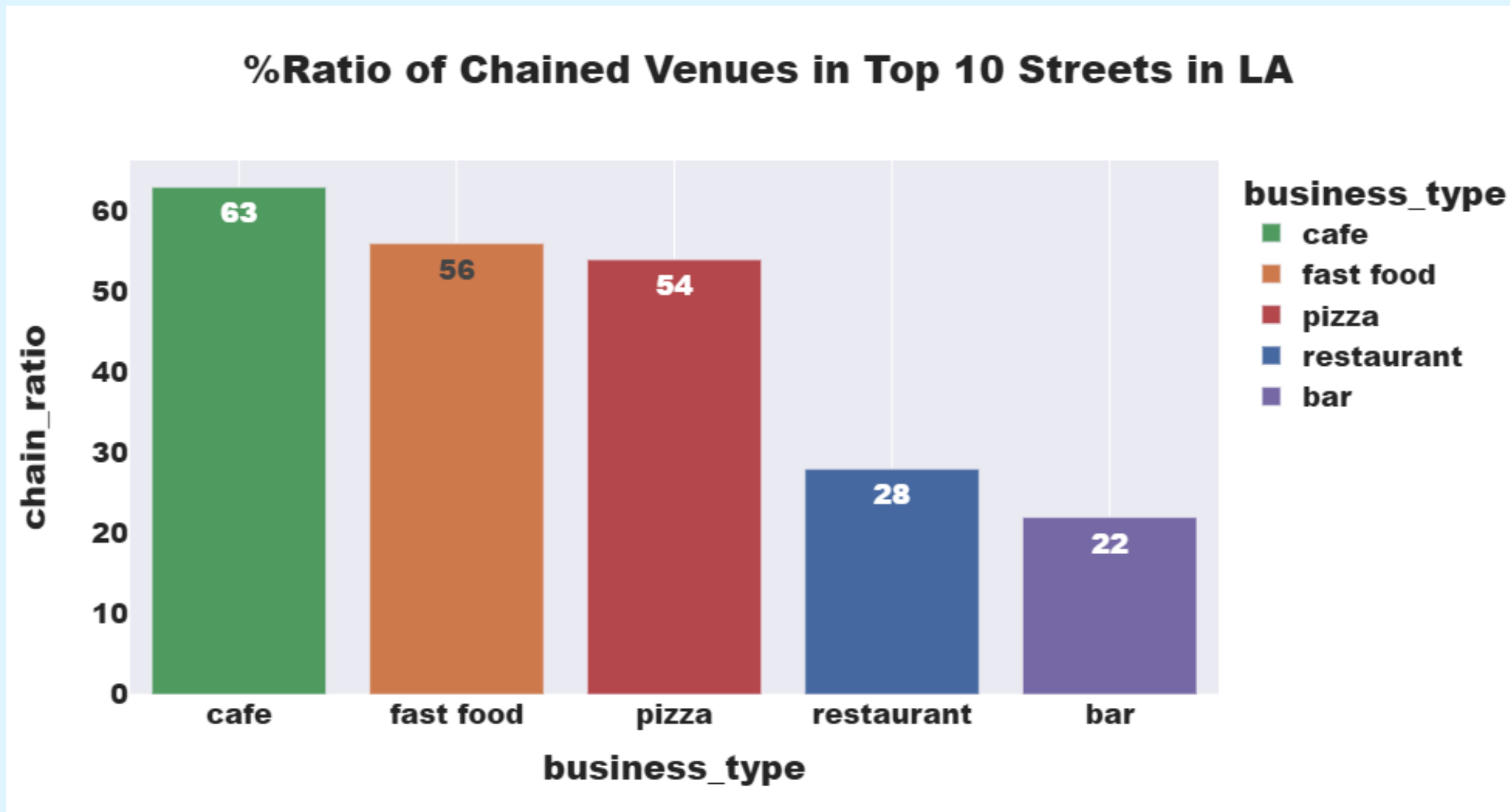
Most of the venues do not belong to a chain



- **38.1% of the venues examined belonged to a chain**
- **61.9% did not belong to a chain**
- **Half of the Fast food, Cafes and Pizza places belong to chains**
- **Most restaurants and bars do not belong to a chain**

For restaurants there is less competition from big chain companies

In the top 10 Main streets of LA:



- Only 28% of restaurants belong to a chain
- Over 50% of cafes, fast food, and pizza places belong to chains

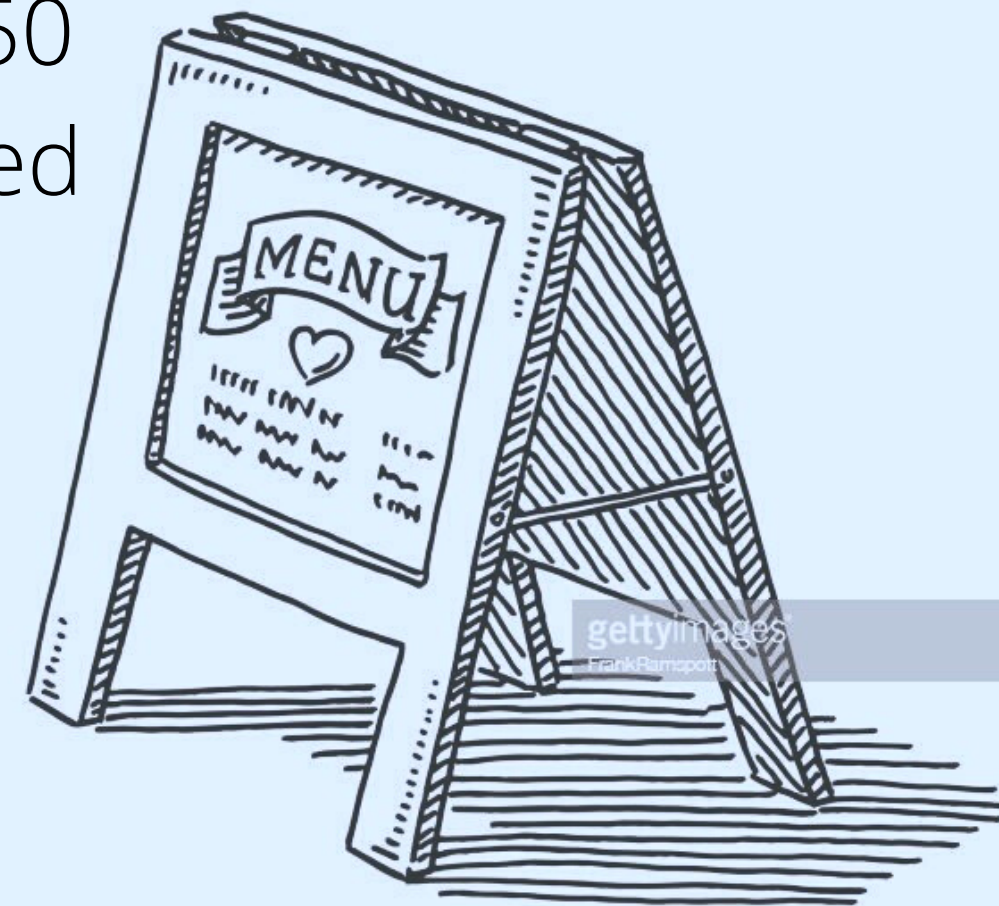
General Conclusions

- **We examined over 9000 venues in the Los Angeles Area**
- **The vast majority of venues had a capacity of less than 50 seats regardless of them belonging to a chain or not.**
- **The most busy streets of LA are predominantly populated by restaurants**
- **Restaurants tend to be the largest venues while cafes and bakeries the smallest**

Our recommendations

Small to medium restaurants
are the most viable option

- restaurants are the most prevalent business type in the LA area and specifically in the LA Main streets
- Most restaurants have a seat capacity in the range of 20 - 50
- Most restaurants seem to be successful without being linked to a big chain company
- Chains do not seem to provide as much competition for restaurants as much as for the other business types.



Thank you
for your time!