

# Capstone Project Report

## Ideal location for Opening an Asian Supermarket in the Toronto

### 1. Introduction

#### 1.1 Background

One of my clients is the owner of an Asian product wholesale company and would like to expand his business and increase diversity by opening up a retail supermarket in Toronto. This is his first supermarket and is planning to cover various Asian products including frozen foods, grocery, meat, produce, seafood, snacks, liquor, bakery, dairy, deli, etc. This Asian supermarket will be his first step to involve in the retail industry of Canada and thus he wants it to be successful.

#### 1.2 Business Problem

Since my client has been running an Asian food wholesale company for more than 10 years and owns a distribution center located in Hamilton, there is no concern on the good supplying and logistics. However, my client did not have business in the Toronto in the past, so basically he knows very less information about this area. As we both agreed, an ideal location is one of the most important factor for a consumer-oriented retail business to be success. My client needs us to provide the analysis helps find out the best location for his first supermarket and avoiding too many competitors surrounding.

#### 1.3 Interest

The Chairman (Business Owner), CEO (Chief Executive Officer), and COO (Chief Operation Officer) from the Asian food wholesale company would be very interested in the reasons for recommending the location as a best candidate and would like to know how the surroundings of this location look like.

### 2. Data and Data Acquisition

For this analysis, there are two datasets are being used:

- Toronto neighborhood data
- Foursquare location Data

The neighborhood data in Toronto is obtained from Wikipedia page “List of postal codes of Canada: M”. Foursquare location data is calling by using the coordinates which are explored from the dataset of Toronto neighborhood in Python. The Foursquare API returns venues with necessary information (i.e. information regarding the existing food supermarkets in Toronto) for analysis and supports the final recommendation.