

Introduction

This report's purpose is to analyze and make suggestions on what is the best type and location to put a restaurant in the area of Newark, NJ. Newark, NJ is a city that has a population of 285,154 people, where roughly 50% of the population are african american and 36% have hispanic origins. Of the 36%, most of these people fall in the category of Puerto Rican and South American descent. (US Census 2017) This report will take an in-depth look at segmentation of restaurants in Newark, NJ in order to determine the outcome of what restaurant would be best suited for a place in Newark, NJ.