

International Collaboration

Problem Statement:

A famous restaurant chain, headquartered in London, had slowly expanded their arms to various untouched cities in Europe, and with time they have grown up quite significantly, instead of opening new restaurant, the companies believe in collaboration.

They had already collaborated with major local players in approximately 34 cities in western Europe, and the company is making high revenue out of it. One peculiar thing about the company is that they not only invest in other restaurant or eating joints, they also collaborate with cafes, regional snack centre and other places where people go for an experience.

The company wants to expand its boundary and this time they have their eye on Toronto. The company is looking forward for major experience and food players also they are looking forward for some trending places in Toronto.