

Selecting A Location in Toronto For Starting An Indian Restaurant

Introduction

A good restaurant is a good source of revenue. People go to restaurants not just to eat but also to hang-out with people, catch up on each other's lives and have fun. A restaurant with consistently high standards can attain a sense of loyalty from customers, that with time, can result in a constant revenue stream.

The Indian subcontinent has so many different cuisines that it is not too difficult to identify one that is not prevalent in that area and capitalize on it. Toronto is the most populous city in Canada and in 2016, 47% of its population was international. Hence, it made sense to look into starting an Indian restaurant in Toronto. The target audience for this analysis is a restaurateur or an organization that is planning on starting an Indian restaurant in Toronto.

There were six boroughs in Toronto out of which one needed to be identified for the location of the restaurant. The six boroughs were East York, Etobicoke, North York, Old City of Toronto, Scarborough and York. The analysis could then be drilled down to locate a neighborhood within the borough.