1 INTRODUCTION

1.1 BACKGROUND OF NEW YORK CITY'S RESTAURANTS AND CUISINE

New York City's has attracted immigrants from various parts of the world which has resulted in it having the most diverse cuisines in world, to put that into perspective it would take 2 decades to cover every restaurant that is there if you eat at a new place every day, with this background, we can conclude that the restaurant business is highly competitive in New York City. The city is a major hub for banking, trade, transportation, tourism, real estate, hence there is huge potential for a business to be successful. The initial investment to start a restaurant in this city higher than average and for the business to be successful, the investor needs to make sound decision based on insights derived from analysis of data currently available.

1.2 CHALLENGES IN LOCATING AN IDEAL PLACE FOR NEW RESTAURANT

The diverse food culture of New York City, Indian food is one of popular foods in New York City due to fact that local people embrace the diversity and there are around 700,000 from India living in New York City. There is huge potential for a business to be successful and at the same time there are few challenges due fact that there 1082 restaurants as per the data from Four Square.

There are two ways to approach this

- Open a restaurant the serves foods like Kebabs, tandoori and other traditional Indian food for the elite Indian customer who are willing to pay more.
- Open an affordable all you can eat restaurant with a wider variety to cater the masses at an affordable price.

The client has chosen to go with the first choice, because he has the interest and necessary resources to open a restaurant that can serve highly specialized Indian delicacies to serve the elite customers, specifically in Manhattan. So, the focal point of our analysis will be Manhattan area, the Manhattan is highly competitive area and it is important we select the right location for the restaurant with huge potential and less competitors in the vicinity.