

Opening up a Japanese Restaurant in the City of Central Los Angeles

Introduction

Shinobi Holdings is Planning to open their newest branch of Japanese restaurant Called Toshi Delights. This will be their 10th restaurant and they have decided to setup the restaurant in the Central Los Angeles City. They have been in the business for more than 20 years and has focused solely on contemporary Japanese cuisine. All of the restaurants they have setup up to now was in the east coast and they were highly successful with the business there. Since this is their first time setting up a restaurant in west coast, there are quite skeptic of the growth of business and wanted to do a feasibility study on how easy it is to do business in LA.

1.1 Business Problem

In order to find out the best place or the neighborhood to setup their restaurant, the director of the company Mr. Tatsumi has entrusted me in finding the most suitable location. Further delving into the history of the restaurant Toshi Delights, I have uncovered the following.

- The restaurant is more popular with the younger crowd, mostly university and high school students.
- Mr. Tatsumi is not in favor with setting up close to their competitors. He is of the view that it would be detrimental to the growth of his business.
- Mr. Tatsumi is of the view that they need to give more attention to/target office crowd.
- Since the Central Los Angeles is one the expensive places to rent out, Mr. Tatsumi is not willing spend more money on rents unless it's absolutely necessary.

Based on the description provided by Mr. Tatsumi the most ideal place they search for will need to be easily accessible by both younger crowd and office professionals. Also, they are quite worried about the already saturated market for Asian restaurants and want to avoid setting up near such similar restaurants especially other Japanese restaurants.

1.2 Target Audience

I believe the report can be used by any person who is venturing into setting up a restaurant business more specifically Asian restaurant in the city of Los Angeles. Also, anyone wants to overcome the saturated restaurant business in LA by locating in the neighborhoods with most prospective clients. This is also beneficial to people who wants to enhance their data science skills.