

Introduction

Toronto is an international centre for business and finance. Generally considered the financial capital of Canada, Toronto has a high concentration of banks and brokerage firms on Bay Street, in the Financial District.

The city is an important centre for the media, publishing, telecommunication, information technology and film production industries.

Although much of the region's manufacturing activities take place outside the city limits, Toronto continues to be a wholesale and distribution point for the industrial sector.

The city's population grew by 4% (96,073 residents) between 1996 and 2001, 1% (21,787 residents) between 2001 and 2006, 4.3% (111,779 residents) between 2006 and 2011, and 4.5% (116,511) between 2011 and 2016

Based on the information above, Moonbucks, an multinational coffee company and coffeehouse chain, decides to expand their business to Toronto.

Business plan

Moonbucks Co. is an multinational coffee company and coffeehouse chain. It has thousands location worldwide at the end of 2018.

To compete with Starbucks, it provides high perfect services as well as high quality coffee, initially distinguishing itself from other coffee-serving venues in the US by taste, quality, and customer experience while popularizing darkly roasted coffee.

Moonbucks desires to choose a location with a density traffic but median cost of coffeeshop rental, to test their business first, then expands rapidly to dominate the market.

This type of problem has many valuable lessons that apply to many different types of industry. A lot of fast food restaurants, such as KFC, have been doing something very similar in their location analysis. Any business that is looking for a new location would find this type of analysis very handy in determining their future building site.