

Introduction

Toronto is the provincial capital of Ontario and the most populous city in Canada with a population of more than 2.5 million. The diverse population of Toronto reflects its historical role as an important destination of Canada immigration. It provides lot of business oppourtunities and a business friendly environment. The food and beverage processing sector is Ontario and Canada's largest manufacturing sector. This results in high competition in this sector. Careful analysis is required for any new business venture. The analysis will provide a measured decision in business decisions and processes. This will result in risk reduction and higher percentage in business returns.

Business Problem

The indian ethnic population has been rising over the past decade in Toronto with almost 80,000 people. This allowed business focused indian cuisines to flourish and Toronto has seen a steep increase in Indian restaurants. Starting an Indian restaurant can be a great business opportunity, however a strategy has to be put in place to fend off possible competition for the business to have healthy return.

Location is key for the success of a restaurant. With high number of pre-existing restaurants in the city, the business has to be set up in an area where there is high demand and less supply. Various factors can be taken into consideration like the ethnic population in various neighborhoods and the density of restaurants with each neighborhoods.

The target audience are clients who wants to open up an indian restaurant in Toronto. In my analysis, I will be focusing on the location aspect and the choice of neighborhood which will be ideal to open up their business.