

Where to open an Eastern Asian Restaurant in Toronto? **Draft**

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1 Introduction

1.1 Background

Toronto, the capital city of Ontario, the largest city in Canada, the fourth most popular city in North America, has a population of more than two million. With an annual average growth rate of 2.4% since 2009, Toronto's Gross Domestic Product (GDP) has already reached CA\$ 385.1 billion in 2016. With an extra boost from new investment in automotive manufacturing and a resurgence in immigration, the Greater Toronto Area is expected to have a growth of 4.5% in 2021.

Toronto has a strong restaurant industry. There are more than 8,100 restaurants, caterers and bars and they generate \$5.8 billion in revenues, which represents 6.5% of all businesses in Toronto. Torontonians also love to dine out. They dine out at an average of 3.1 times per week putting the city in the same ranks as Chicago (2.8), New York City (3.0) and Las Vegas (3.3).

Large population of immigrants from all over the globe has also made Toronto one of the most multicultural cities in the world. According to 2016 census, 51.5% of Toronto's population is composed of visible minorities, compared to 49.1% in 2011, and 13.6% in 1981. In terms of East Asian people, Chinese, Japanese and Korean accounts for 11.1%, 0.5% and 1.5% of Toronto's total population respectively.

1.2 Business Problem

With the information given in 1.1, one promising business opportunity is to open an Eastern Asian restaurant in Toronto. Thus, the **aim of this report is to find ideal neighborhoods in Toronto to open an Eastern Asian restaurant**. There are many important factors when choosing a location to open a restaurant. This report has considered population, ethnics, income, crimes, and nearby competitors of each neighborhood.

1.3 Data Source

This report used following data sets. These two data sets are extremely large and cover almost all demographic information required for this report.

1. Neighbourhood Crime Rate, Toronto Police Service [HERE](#)
2. 2016 Neighbourhood Profiles, Statistics Canada [HERE](#)