

Aussie Pies



the great Australian bite. . .

. . .coming to Toronto

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Date: 04 Jul 2020

Commission: IBM Data Science – Coursera



INTRODUCTION

The report audience

This report is drafted primarily for an anonymous Australian investor at the embryonic phase of investigating prospects of a new venture. The report may also be of interest to potential investors or business associates considering a commitment to support the endeavour.

The business challenge

This analysis creates an initial market profile of metropolitan food outlets as preparatory research for a proposal to introduce a new product line of Australian meat pies into Canada. This research will focus on the City of Toronto, selected as a potential starter location due to being the most populous Canadian city (1).

Rather than compete with existing businesses by opening another storefront, the proposed concept is to introduce a product line with a difference, the Australian meat pie. Ideally this will offer food retailers an additional sales opportunity while providing an agile, scalable market entry point for the new venture.

The meat pie is often referred to as national dish in Australia (2; 3). Impulsive snackers and regular fans from the Land Down Under consider the simple, savoury meat pie a staple stomach filler or craving crusher. The typical pie is a hand sized pastry bowl and lid filled with a dollop of diced or minced meat and gravy. As well as the ever-popular plain pie, the convenient hand sized meal comes in a wide range of delicious combinations including peas and mash potato, chicken, curry, mushroom, cheese and bacon or onion.

The super hungry can scale up with another pie or supplement with an equally healthy side dish such as deep-fried potato chips (fries). The venture anticipates that the delicacy from the land Down Under will carve out a cuisine niche among cosmopolitan Canadians with comparable taste traits.

Despite patriotic confidence that Canadians will share a wide appeal for the Aussie version of meat pie, the difficulty breaking into a new market is not underestimated. This analysis will create an initial profile of venues around Toronto that may support the concept. The analysis is preliminary in nature and is intended form a small but important part of any subsequent business case.



Image: (4)





References

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3. **Connell, Jan**. The great Australian pie. *Australian food history timeline*. [Online] 2020. <https://australianfoodtimeline.com.au/great-australian-pie/>.
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