

CAPSTONE PROJECT

THE BATTLE OF NEIGHBORHOODS – A COMPARATIVE STUDY OF THE EARLIER SIX LOWER-TIER CONSTITUENT MUNICIPALITIES OF TORONTO

INTRODUCTION

Toronto is the capital of the province of Ontario and the business and financial capital of Canada. It's a multicultural city, and a growing financial hub in North America.



The City of Toronto

On January 1, 1998, Toronto was greatly enlarged, as an amalgamation of the Municipality of Metropolitan Toronto and its six lower-tier constituent municipalities; East York, Etobicoke, North York, Scarborough, York, and the original city itself. They were dissolved by an act of the Government of Ontario, and formed into a single-tier City of Toronto.



The Map of Toronto showing Old Toronto and its six lower-tier constituent municipalities

The present work was carried out with a view to suffice the understated business problem.

People, their needs and choices are highly dependent on the region they live in. The flourishing of a particular business is highly dependent on these factors. But it also depends on the market's competency. Venturing a business start-up in an area where that business has already mushroomed may not be as fruitful as implementing the same idea in a market with lesser competitors. At the same time, choosing a market without any competitor, with a view to establish monopolistic competition, without gauging the mindsets of the residents can prove to be deceptive. With all these 'words of wisdom' hovering over a businessman's head, he may wish **to get the business analytics of the different areas where he wishes to set up his new, so that he can both efficiently as well as effectively choose the most appropriate area for the same.**

The presented capstone project aims at furnishing a comparative study of the earlier six lower-tier constituent municipalities of Toronto, namely, East York, Etobicoke, North York, Scarborough and York to analyze the business prospects in each one.