

# Postone Project - The Battle of Neighborhoods

## Productions & Business Problem:

Opening a successful restaurant is a difficult task that requires significant amount of time and ensuring the menu is original and distinct compared to others. Having a successful restaurant in New York is the pinnacle for some chefs career. So, it is evident that to survive in such competitive market it is important to strategically plan. Factors need to be studied in order to decide on the Location s

New York Population

New York City Demographics

Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost?

Are there any venues like Gyms, Entertainment zones, Parks etc nearby where floating population is high etc

Who are the competitors in that location?

Cuisine served / Menu of the competitors

Segmentation of the Borough Even though well-funded XYZ Company Ltd. need to choose the correct location to start its first venture. If this is successful, they can replicate the same in other locations. This would interest anyone who wants to start a new restaurant in New York city.

