

Capstone Project - The Battle of Neighborhoods

Problem background:

Banhmi, a World Famous Vietnamese Cuisine Phenomenon!

“That’s a symphony in a sandwich” is how Anthony Bourdain described the most famous Vietnamese sandwich called the Bánh Mì.

In 2011, along with Pho, Banh My (bread) was added to Oxford Dictionary as a representative of Vietnamese cuisine.

For people who didnt know about Banhmi, it is is the Vietnamese word for bread.

In Vietnamese cuisine, it also refers to a type of baguette which is often split lengthwise and filled with various savory ingredients as a sandwich and served as a meal. A typical Vietnamese sandwich is a fusion of meats and vegetables from native Vietnamese cuisine such as chả lụa (pork sausage), coriander leaf (cilantro), cucumber, pickled carrots, and pickled daikon combined with condiments from French cuisine such as pâté, along with chili and mayonnaise.

Problem description:

Banhmi Phuong is one of the most famous brand in Vietnam. Now, the brand has a plan to expand its business in Toronto. The first job is finding the most suitable place for its.