

# Capstone Project- The Battle of Neighborhoods (Week 1)

## 1. Introduction and Business Problem

### 1.1 Problem background

Generally, New York city is the one of the most populous cities in USA. It is know as the financial capital and multicultural. It provide a large nummber of business opportunities and business friendly environment. It is a global hub of business and commerce and the major center for banking and finance, transportation, tourism, real estate, advertising, legal services, accountancy, insurance, theater, fashion, and the arts in the United States...

All that means that the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. So each new business venture or expansion before be created, it needs a careful analysis. thanks to the insights derived, a good understanding of the business is given that help us in strategically targeting the market in order to reduce the risk and with a reasonable return on investment.

### 1.2 Problem description

Now let explain the context of this Capstone project. Generally the restaurant is a business that serves and provides food and drink to a number of people wich are the customers for a fee. The paid can be with money or with an open account. As known, NewYork is one of famous in the context of cuisine. It includes different international cuisines that can be influenced by Its immigrants.

1. Central and Eastern European immigrants, especially Jewish immigrants - bagels, cheesecake, hot dogs, knishes, and delicatessens
2. Italian immigrants - New York-style pizza and Italian cuisine
3. Jewish immigrants and Irish immigrants - pastrami and corned beef
4. Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city
5. mobile food vendors - Some 4,000 licensed by the city
6. Middle Eastern foods such as falafel and kebabs examples of modern New York street food
7. It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin starred restaurants. The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin.

To decide on the location, various factors need to be studied such as :

1. The Population
2. Demographics of the city
3. Are there any Farmers Markets, Wholesale markets... nearby, so that the ingredients can be purchased fresh to maintain quality and cost?
4. Are there any venues like Entertainmnet zones, Parks... nearby where floating population is high.

5. Who are the competitors in that location?
6. Cuisine served / Menu of the competitors
7. Segmentation of the Borough
8. Untapped markets
9. Saturated markets etc

The list can go on...

It needs to choose the correct location to start its first venture. If this is successful they can replicate the same in other locations. To resume the choice of location is more important.

#### 1.3 Target audience :

The main objective here is to provide the correct location, XYZ Company Ltd, and recommend to the management which neighborhood of New York City will be the best choice to start the business 'restaurant'.

#### 1.4 Success criterial

The success criteria of the project will be a good recommendation of borough/Neighborhood choice to XYZ Company Ltd based on Lack of such restaurants in that location and nearest suppliers of ingredients.