

THE BATTLE OF NEIGHBOURHOODS

Problem Background:

The Toronto is the most populous city in the Canada. It is diverse and is the financial capital of Canada. It is multicultural. It provides lot of business opportunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major centre for banking and finance, retailing, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theatre, fashion, and the arts in the Canada.

This also means that the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the Return on Investment will be reasonable.

The City of Canada is famous for its excellent cuisine, Art & culture and one of the best tourist locations in the world. Canada has a large domestic and foreign tourism industry. The second largest country in the world, Canada's incredible geographical variety is a significant tourist attractor. Much of the country's tourism is centred in the following (busiest) regions: Toronto, Montreal, Vancouver/Whistler, Niagara Falls, Vancouver Island, Calgary/Canadian Rockies, British Columbia's Okanagan Valley, and the national capital region Ottawa. The large cities are known for their culture, diversity, as well as the many national parks and historic sites.

Problem Description:

The event management company must plan an event "A 7 days conference on Modern art", where delegates will be attending from all over the world. To send them an invitation letter need to provide first-hand information to delegates like restaurants, shopping centres, cuisines, parks to meet their needs of comforts. Toronto has a big network of Modern art and natural architecture, the problem here was that event management company has never had any business in Toronto.

The management company need a better rekey around event location at Toronto and a better Hotel for stay. To optimize the cost of travelling around the Toronto.