

## **Introduction**

The last decade witnessed a major shift in the food and beverage industry in terms of consumer demand for healthy food. Unlike earlier generations, who are most likely to be never found in the gym, this generation takes health and lifestyle to be their priority. People track down their daily steps and activity through their gadgets, and take deep notes on what they are eating. The recent shift towards healthy food trends made us curious enough to research on what the increase in consumer demand is and how restaurateurs are catering to the trend.

My business idea is to set up restaurants servings healthy food in the New York City to bank on this healthy food trend. Appropriate locations would be near a gym, yoga studio or any kind of health/ fitness related centres. People who go to gyms and engage in outdoor activities to stay fit follow a strict diet which consists of healthy foods like salads, protein shakes and similar low carbohydrate foods. Needless to say opening a restaurant serving such cuisine would be highly appreciated by the fitness community

## **Data that will be used to solve the problem and the source of the data**

Being the most populated city in the United States, New York City is one of the most developed cities in the world. The city consists of several boroughs. The city not only has historical tourist locations but also modern attractions and amenities.

I will be conducting my analysis on the locational data obtained from Foursquare. The data would help me identify the neighbourhoods in the New York City where fitness centres are concentrated. This data would help me evaluate the appropriate location for setting up my restaurant/s.

This would also help me compare several locations and conduct various market and feasibility studies which can be then leveraged in helping the business gain a head start.