

1) Introduction/Business Problem —

A foreign entrepreneur plans to open his first restaurant in Toronto. Having no prior knowledge of the city, the entrepreneur solicited us to recommend locations in Toronto most suitable for his first expansion into the city. The requirements given are as follows:

- Neighbourhoods with average to high population concentration.
- Neighbourhoods with high population concentration having secondary education.
- Neighbourhoods with male and female working professionals in age range 25–40 years old.
- Neighbourhoods with at least median net household incomes and higher.

The objective is clarified and defined as to locate and recommend to the entrepreneur (the target audience or stakeholder) which neighborhood(s) in Toronto best meet their requirements to start their restaurant expansion plan into Canada. The information and research gained will help choose the best location by providing data on the population of each neighbourhood, in addition to other established venues present in these areas.