

JESÚS MÉNDEZ

CAPSTONE PROJECT WEEK 4

The Battle of Neighbourhoods Introduction/Business Problem

Among the many ethnicities existing as part of New York City's demography one has become very relevant during the last decades, the Hispanic. Statistics show that in this large and ethnically diverse city almost 30% of the total population is of Hispanic origin that means around 2.5 million people.

With a long tradition of legal immigrants receiving city, New York has been undoubtedly well awarded the name of melting pot as a term to describe the immense diversity of cultures residing within its borders. For example, around 800 languages are spoken in New York, making it the most linguistically diverse city in the world.

Together with this cultural diversity comes an outstanding aspect which is food. There are many restaurants in New York. It could be said that every country in the world is represented by at least one restaurant in NYC.

Within the Hispanic food, one is particularly dominant as the leader of this segment, the Mexican food.

Prestigious Mexican chain of restaurants No Manches wants to open its first restaurant in NYC and wants us to analyze which would be the better place to do.

We expect to support No Manches decision with a solid set of information based on available data of existing Mexican Restaurants in the different boroughs and neighborhoods of New York.