

Searching a Location in New York City for a Chinese Restaurant

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1. Introduction

1.1 Background

Restaurants have always played an essential role in the business, social, intellectual and artistic life of a thriving society. The major events of life, personal and professional, are celebrated in restaurants. Acquaintances become friends around a table in the safe and controlled environment of a restaurant. Individuals become lovers across a restaurant table, sometimes. Beyond the basic purpose of restaurants to provide food and drink, restaurants have, historically, fulfilled a human need for connection and shaped social relations. Furthermore, there is a saying that “Fashion is in Europe, living is in America, but eating is in China.” The phrase is a testament to the popularity of Chinese food around the world. Unlike the fast food society of the U.S., the Chinese select live seafood, fresh meats and seasonal fruits and vegetables from the local market to ensure freshness. This means swimming fish, snappy crabs, and squawking chickens. Even prepared foods such as dim sum or BBQ duck for to go orders must gleam, glisten, and steam as if just taken out of the oven. This is why the Chinese-style restaurant is more and more popular with the people living in U.S. especially with the Asian people. New York City (NYC), often simply called New York, is the most populous city in the United States. With an estimated population of 8,253,213 distributed over about 302.6 square miles (784 km²), NYC is also the most densely populated major city in the United States. Therefore, opening a Chinese restaurant in New York is very promising for business.

1.2 Problem

NYC is an international metropolis with dense population, but at the same time, prices and housing prices are very high. How to choose a suitable location to open a Chinese restaurant in New York is a very difficult problem. In addition, there are already many Chinese restaurants in New York, and opening a Chinese restaurant in New York also faces competition from many peers.

1.3 Interest

Many people who plan to start their own business will be interested in this topic, especially those who want to work in the catering industry. Also, those who are already living in New York or planning to live in New York, if they are looking for a career, will also be interested in this report. Not only that, for those people all over the world who are looking for business partners and those who are looking for investment opportunities, even though they may not be able to open a Chinese restaurant in NYC themselves, they are willing to participate in investment and cooperate with others to open a Chinese restaurant in NYC and therefore they are also interested in this topic.