

# Capstone Project - The Battle of Neighborhoods (Week 2) Report

New York City is that the most populous city within the US. it's diverse and also the financial capital of the us. This can be multicultural. It offers many business opportunities and a business-friendly environment. It attracts many various players into the market. it's a worldwide business and commercial center. The town is that the main center people banking and finance, retail, world trade, transportation, tourism, assets, new media, traditional media, advertising, legal services, accounting, insurance, theater, fashion and art. This also means the market is extremely competitive.

Because it's a highly developed city, the value of doing business is additionally one among the best. Therefore, any new business or expansion requires careful analysis. The insights gained from the analysis will offer you an honest understanding of the business environment, which is able to facilitate your strategically target the market, this can help reduce risk, and also the return on investment are reasonable.

A restaurant could be a business that prepares and provides food and beverages to customers in exchange for money paid before, after or after opening an account. Big apple City is known for its fine cuisine. Its food culture includes a variety of international cuisines influenced by the city's immigration history.

Central and Eastern European immigrants, especially Jewish immigrants-bagels, cheesecakes, hot dogs, chicken and delicatessens, New York-style pizza and Italian cuisine, Jewish immigrants and Irish immigrants-Spiced smoked beef and corn beef, found throughout town Chinese and other Asian restaurants, sandwich shops, restaurants, bistros and cafes, mobile food vendors-about 4,000 city licenses, Middle Eastern foods like falafels and kebabs, like modern street food in the big apple, not just pizzerias, The cafe is known, and it's also famous for the cuisine of Michelin-starred restaurants. Michelin said the town is home to "nearly 1,000 of the world's most exclusive and diverse fine dining restaurants. Therefore, it's clear that to survive in such a competitive market, strategic planning is important. to work out the situation, various factors have to be studied, such as: New York population,

big apple City demographics, are there any farmers markets, wholesale markets, etc. nearby so raw materials may be purchased fresh to take care of quality and cost? Are there places with a high number of migrants, like gyms, entertainment areas, parks, etc. Who are the competitors in this place? Offered gourmet or competitor menus, subdivisions of boroughs, untapped markets, saturated markets, etc. Even the well-funded ABC123 Company must choose the proper place to start out its first investment. If successful, you'll be able to copy the identical content elsewhere. The primary step is very important, that the choice of location is very important.