

# Capstone Project - Opening a Café in Toronto

## Introduction

Dining out or simply going for a coffee are common pastimes in the city of Toronto with cafés, coffee shops or tea rooms being very popular venues. Therefore, it makes financial sense to invest in a new Toronto café.

In order to ensure that the café is as successful as possible, the ideal location for the venue needs to be found. To maximise the number of potential customers the café would ideally be close to the centre of the city, where there is likely to be a lot of foot traffic. However, it should not be too close to areas with a high density of existing cafés, coffee shops or tea rooms as to reduce the amount of direct competition.