**The Battle of the Neighborhoods – Report**

**Introduction & Business Problem:**

Vietnam is known for its centuries-old architecture and a rich culture with Southeast Asian, Chinese and French influences. At its heart is the chaotic Old Quarter, where the narrow streets are roughly arranged by trade. Food street is one of unique features that make Vietnam becomes a attractive travel destination in Asian. Vietnamese food is highly recommended by tourists around the world.

The City of New York, is the most famous city in the United State. It provides lot of business opportunities and also friendly business environment. There are places with diverse in ethnic cultures as you can see people come from around the world living there. A diverse in cultures bring an opportunity to start your own business with an exotic product that may attract a lot of customers.

Therefore, it is a good idea to start your own Vietnamese restaurants which serves an exotic food – Vietnamese food in New York city. But how can we start and know where we should open Vietnamese restaurant. This analysis will give the insights of the business environment which can help in strategically targeting the market and reducing risk.

## **Business problem**

In New York city, there are a lot of international cuisines restaurant from around the world like Turkish, Japanese, Chinese restaurants. Vietnamese is one of exotic food and have become popular in United State. Therefore, it is a good idea to start your own Vietnamese restaurants which serves an exotic Vietnamese food in New York city. But how can we start and know where we should open Vietnamese restaurant. This analysis will give the insights of the business environment which can help in strategically targeting the market and reducing risk.

Clearly that, we should open a restaurant in an area that inadequate neighborhood so the restaurants can attract more customers. Moreover, around this location, there are only fewer pho restaurants, so the business environment is not really competitive for us to enter.

My client wants to open his business in Manhatta area, so I focus on that borough during my analysis. We define potential neighborhood based on the number of Vietnamese restaurants which are operating right in each neighborhood.