**Italian Restaurant Business in Toronto**

1. **Business Background Analysis**

Under the pandemic, business world is influenced a lot, especially for the Food and Entertainment Industry, which mainly involve in in-personal services. However, life is going, so we need to come up with ideas to continue the business during this hard time and also prepare for the potential opportunities in economic recovery and development when the world recovers from the situation.

In consideration of opening a business after the pandemic, I want to explore a suitable position to open a Chinese restaurant in Toronto, which also combines what I learned from previous modules. For restaurants, the location is quite important because of the passenger flow and competitors around. As a result, I would like to explore the centers of passengers in Toronto which are good choices to start a new business. Then I would use Foursquare API to find locations of current Chinese restaurants to avoid harsh competition, which is harmful for a starting store.

Hence, this analysis is useful for businesspeople who are interesting in opening a Chinese restaurant in Toronto to choose the most suitable store location in order to successfully start up a business.

1. **Data Exploration & Analysis**

First I will explore the public database about the population distribution in Toronto to find the suitable area for the further exploration. Also we will use data Foursqaure API to find of the intense of similar category of Chinese restaurants to avoid competitions somehow at the beginning phase of business.

According to the data, I find that Waterfront Communities-The Island has the highest population and Bridle Path-Sunnybrook-York Mills has the highest income.

Table

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Further, I explore the current Chinese restaurants around these two locations with the map retrieved from Foursquare API and here are the screenshot of the maps:

Map

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It is obviously that Waterfront Communities-The Island has less competitors compared to Bridle Path-Sunnybrook-York Mills.

1. **Methodology**

According to the demographic data, these two places definitely have opposite characteristics. That is, Waterfront Communities-The Island has residents who are mainly characterized as low-income and intense-resident. By contrast, Bridle Path-Sunnybrook-York Mills is more likely a luxury neighborhood that less people live here but earn high income. The choice of the location will influence the main product we provide in the restaurant. For Waterfront Communities-The Island, we might provide Chinese bento, which is convenient for the huge amount of by-passers to grab one on the way to work and also affordable for them. However, for Bridle Path-Sunnybrook-York Mills, we could provide some high-qualified and well-designed dishes which fit the need of the customers better.

According to the situation of competition generated from Foursquare, Waterfront Communities-The Island is preferred because of less restaurants that are in the same category with us. However, on the other side, it might imply that the area is not suitable for our business. Since it shows there are several shopping centers and living communities around the neighborhood, I think it would good for us to explore that area with the product, Chinese lunch box, we mentioned before.

1. **Results**

According to the previous analysis in the Methodology section, we would choose Waterfront Communities-The Island as the location for our new Chinese restaurant. Additionally, based on the investment on the characteristics of the neighborhood, we would provide Chinese lunch box and other relatively cheap and fast food to fulfill the high customer flow and fit their income level, in order to maximize our profit.

1. **Discussions**

As I aforementioned, this is merely a primary analysis to start a Chinese restaurant in Toronto. There are still some uncertainties, such as the reason there is only one Chinese restaurant in such a high-intense neighborhood. In order to secure our starting-up business, we should consider all the potential factors we could get. In the future, we could also do some survey to learn about customers’ preference about dishes before we start the business.

1. **Conclusions**

Based on the primary researching about demographic and competitor dimension of potential locations, I would recommend business people who want to run a Chinese restaurant in Toronto to start their business the Waterfront Communities-The Island with fast and cheap dishes.