1. **INTRODUCTION**

**1.1. Description of the Problem**

One of the problems of small food businesses when they are just starting is the competition with established restaurants or with stores that offers the same menu but are already popular in that area. Another is the selection of locations for their new branches, since it is important to identity the nearby establishments and their market or customers so that they will have an idea of how their products will be received.

**1.2. Discussion of the Background**

Yummy Tokyo is a small Japanese minimalist casual restaurant concept that specializes in authentic, affordable, and yummy ramen. The business opened their first restaurant in Quezon City last February 2019 and since then has opened four more branches in various locations within Metro Manila in the last year. The business mainly targets professionals and families as their customers.

This project has two main objectives: (1) to identify the nearby venues that are ideal for food businesses and (2) to identify new locations in Metro Manila where Yummy Tokyo can expand their business. The project will focus on barangays and cities in Metro Manila, which is primarily the central business district in Luzon, Philippines. From the 2015 population census conducted by the Philippine Statistics Authority (PSA), there are about 13 million Filipinos residing in Metro Manila, which is more than 10% of the total national population which is about 106 million.

**1.3. Interest**

The study is primarily intended for the Yummy Tokyo restaurant but can be helpful for other small businesses. The study is not only limited to businesses that plans to expand to different locations but also to those who wants to start their business. The project is also not limited to food but also to other types of services.