

Problem Background:

New York is one of the most famous cities in the world and it is also the financial capital of USA. It is multicultural and it provides lot of business opportunities and business friendly environment. The city is a major center for several sectors like banking, finance, tourism.

However, the cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully.

After the analysis an insight will be obtained with regards to the business environment that will help in the process for targeting the market.

The aim is to reduce the risk and to increase the potential return on the investment.

Problem Description:

During the pandemic there is an increased demand for food delivery and due to New York's immigrant history there is a wide availability and need of different cuisines.

For example there were several Central Europeans, Italians, Jewish, Chinese immigrants in the city and hence the below needs can be identified respectively for each immigrants group:

1. Bagels, cheesecake, hot dogs, knishes, and delicatessens
2. Pizza and Italian cuisine
3. Pastrami and corned beef
4. Sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city

Also, people are more interested in higher quality of ingredients like organic food and locally produced products.

Various factors need to be studied in order to decide on the Location of a potential restaurant offering also delivery services such as:

1. New York Population
2. New York City Demographics
3. Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost?
4. Are there any venues like Gyms, Entertainment zones, Parks etc nearby where floating population is high etc
5. Who are the competitors in that location?
6. Cuisine served / Menu of the competitors
7. Segmentation of the Borough

Target Audience:

The objective is to locate and recommend to the management of a business, which neighbourhood of New York city will be best choice to start a delivery providing restaurant.

Success Criteria:

The success criteria of the project will be a good recommendation of borough/Neighbourhood to the interested customer based on lack of similar restaurants in that location and nearest suppliers of ingredients.