

THE BATTLE OF NEIGHBORHOODS IN HONG-KONG – Week 1

Where to open a French pastry shop in Hong-Kong?



1. Introduction/Business Problem

A. Background

Hong Kong is one of the most cosmopolitan cities in Asia and also one of the most densely populated territories in the world.

But beneath the canopy of this concrete jungle lies some of the city's most exciting bars, restaurants and modern-art galleries.

Offering every kind of culinary from around the world, from cheap eats and street food to Michelin-starred restaurants, Hong Kong has a well-deserved reputation as a culinary paradise.

B. Business Problem

As a French expat living in this urban jungle, I love being able to treat myself to a nice little sweet treat at every corner, but I realize how much I was missing it in Hong Kong.

Even locals are quite keen on buying cakes. You even find cake shops in the MTR stations. The thing is, the sweet offer in Hong Kong isn't really exciting. Most of the cakes are just basic sponge cakes, very often industrially baked.

As for French pastries, it seems you can only find them in luxury hotels whereas in France, yummy pastries are to be found at every street corner.

I saw it as a potential opportunity for me to launch my own company to bring something new and fresh to the French pastry scene in Hong Kong.

Now, the big question is where to set up this new French pastry shop?



2. Data

- The neighborhood's data of Hong-Kong containing the latitude and longitude of the neighborhoods (stored a csv file). The csv file has been created from the "List of districts and neighborhoods in Hong Kong" from Wikipedia (https://en.wikipedia.org/wiki/List_of_places_in_Hong_Kong) and the coordinate's data are from <https://www.maps.ie/coordinates.html>.
- Foursquare location data to explore neighborhoods in HK and get the most popular venues by neighborhoods, and understand the pastry scene in HK

3. Target audience

- Entrepreneurs or pastry chefs considering opening a French pastry, bakery or dessert shops in HK
- Expats looking for a career transition and to seize food-related business opportunities in the city
- Tourists interested in knowing where are located the different types of desserts shops in HK, as well as the most popular ones