

Descriptive analysis of the presence of the restaurant industry across the major cities in the world

Introduction:

The most densely populated cities in the world attract businesses, as the latter see an opportunity to maximize profits. This applies to the restaurant business as well. Many fast food chains, restaurant chains and restaurant owners look to expand their business across various major cities. However, they have to adjust to the eating habits and general eating culture of the city they want to expand to. For example: Some cities might have eating habits that encourage them to eat at home more often than eating out while some cities it's the opposite. To understand this concept more, a preliminary analysis of existing restaurants within such largely populated cities needs to be conducted so as to understand which major cities across the world have more restaurants i.e. are more conducive to restaurants and where do restaurants/ fast food chains need to focus more energy in terms of advertising and adjusting to the local habits to make their business more profitable.