



CAPSTONE PROJECT PRESENTATION

The Battle of the Neighbourhoods

June 2020

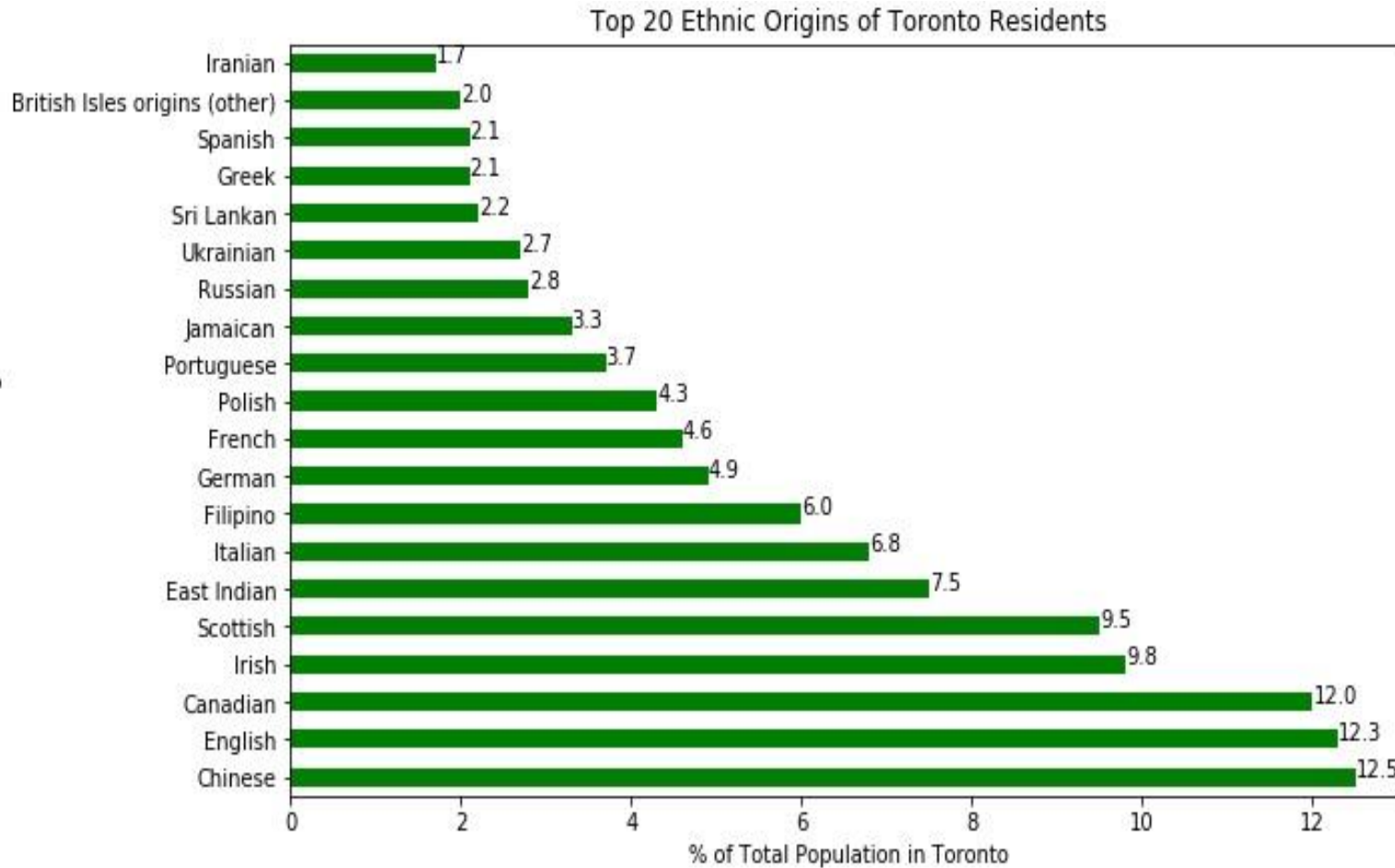
Background on Target Audience

- The Lotus group of companies are a group of companies established in Malaysia in the 1980's, with businesses ranging from Indian F&B outlets, cinema chains and hospitality.
- They are also the main movie distributor of Tamil and Hindi movies in Malaysia.
- They found success by pairing the dine-in restaurant experience specializing in Indian cuisine, together with the Indian cinema experience in Malaysia where Indians make up the third largest cultural demographic group.

Problem Statement

- They are now looking to use the same value proposition that won them success in Malaysia and expand in North America specifically in Toronto
- The purpose of this project is:
 1. To find a location/district/riding within Toronto that would be suitable to open an India F&B outlet together with a movie theatre specializing in Indian Cinema.
 2. To assess the competitiveness of the local Indian cuisine scene at the selected location, as well as the local cinema scene.
 3. To determine the uniqueness of their business model by determining if other businesses have a similar model or not.
 4. To assess all the potential opportunities and risks from the data gathered and make a recommendation on the expansion plan by the Lotus group.

Demographic on the Top 20 Ethnic Origins in Toronto



- The East Indian make up 7.5% of the total population of Toronto Residents
- A significant portion as it is the 6th highest portion among the Toronto residents

District/Riding with Highest Concentration of East Indians

	Population(2016)	Pop. %	Riding with Highest Concentration	Riding Conc. %
Top 20 Ethnic origins in the City of Toronto				
Chinese	332,830	12.5	Scarborough—Agincourt	47.0
English	331,890	12.3	Beaches—East York	24.2
Canadian	323,175	12.0	Beaches—East York	19.7
Irish	262,965	9.8	Parkdale—High Park	20.0
Scottish	256,250	9.5	Beaches—East York	18.9
East Indian	202,675	7.5	Etobicoke North	22.2
Italian	182,495	6.8	Etobicoke Centre	15.1
Filipino	162,605	6.0	York Centre	17.0
German	130,900	4.9	Parkdale—High Park	9.8
French	122,615	4.6	Parkdale—High Park	8.9
Polish	114,530	4.3	Eglinton—Lawrence	12.0
Portuguese	100,420	3.7	Davenport	22.7
Jamaican	90,065	3.3	Humber River—Black Creek	8.5
Russian	74,465	2.8	York Centre	9.5
Ukrainian	72,340	2.7	Etobicoke Centre	8.1
Sri Lankan	58,180	2.2	Scarborough—Rouge Park	11.1
Greek	57,425	2.1	Toronto—Danforth	7.3
Spanish	56,815	2.1		< 5.0
British Isles origins (other)	52,900	2.0		< 5.0
Iranian	45,540	1.7	Willowdale	12.1

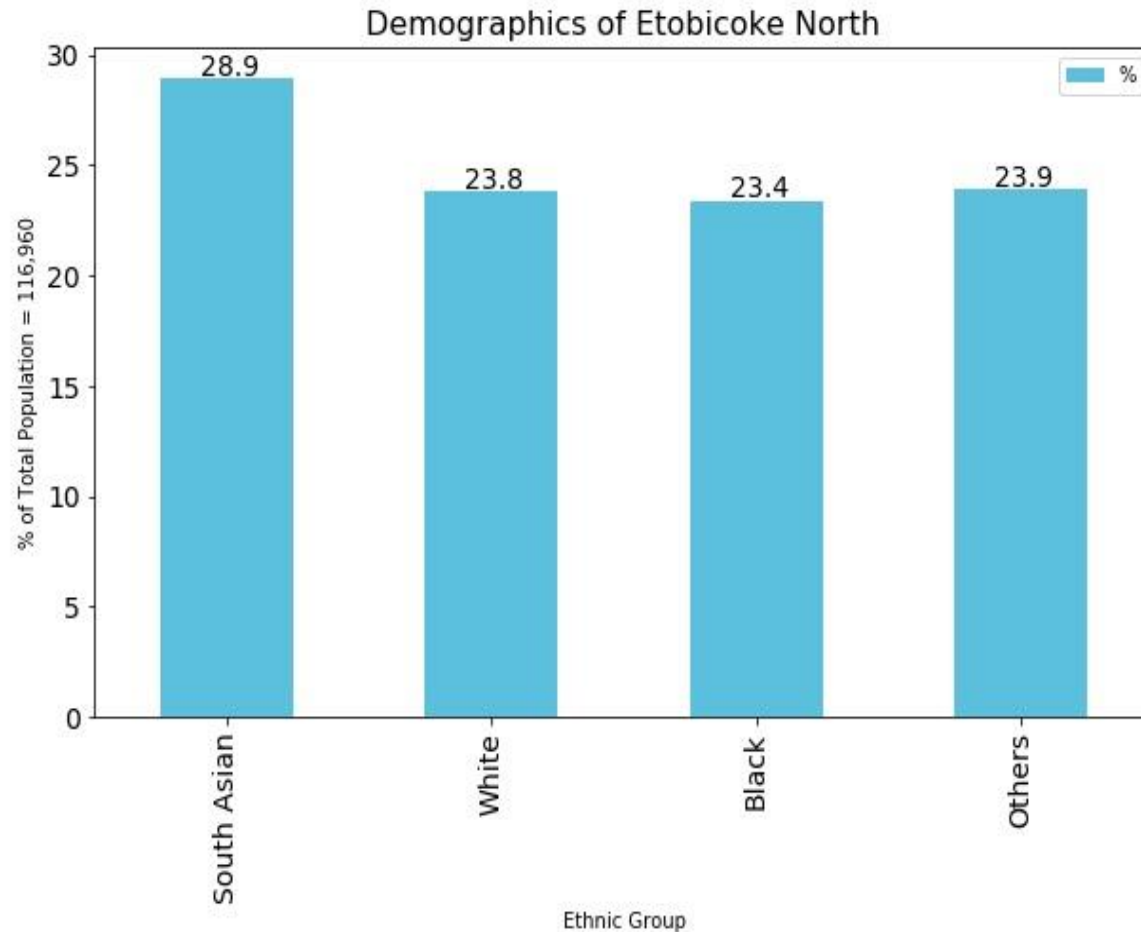
- The highest concentration of East Indians reside in the Etobicoke North district/riding in Toronto
- East Indian residents make up over 1/5th of the total population over Etobicoke North 22.2%.

Demographic Breakdown of Residents in Etobicoke, Toronto

	Population	Ethnic Group #1	Highest %	Ethnic Group #2	2nd Highest %	Ethnic Group #3	3rd Highest %	Ethnic Group #4	4th Highest %	Ethnic Group #5	5th Highest %
Riding											
Etobicoke-Lakeshore	127,520	White	71.3	South Asian	5.5	Black	5.0		None	None	None
Etobicoke North	116,960	South Asian	28.9	White	23.8	Black	23.4		None	None	None
Etobicoke Centre	116,055	White	72.3	South Asian	5.9	Black	5.9		None	None	None
York South-Weston	115,130	White	44.2	Black	23.2	Latin American	8.5	Filipino	5.9	South Asian	5.7

- Looking at the entire Etobicoke district, there is a significant size of South Asian residents residing at Etobicoke-Lakeside, Etobicoke-Centre and York South-Weston ridings with 5.5%, 5.9% and 5.7%

Demographic Breakdown of Residents in Etobicoke North



- The South Asian community make up the largest group in Etobicoke North at 28.9% of the population.
- Of that fraction, 76.8% of the South Asian community are specifically East Indian in origin
- From the data gathered, a recommendation is made to move forward and explore the Etobicoke North district/riding as a potential business location

Indian Restaurants in Etobicoke North

	name	categories	lat	lng	city	id
0	Large Indian Buffet	Indian Restaurant	43.738283	-79.566449	NaN	515dfec1e4b0a90e62a40e7f
1	Great Indian Buffet	Indian Restaurant	43.738136	-79.566281	NaN	5160aaace4b05eefc1390a60
2	Exotic indian cuisine	Indian Restaurant	43.745956	-79.615838	Toronto	4df24f1b88772e1f814f40d3
3	Family Indian Cuisine	Indian Restaurant	43.716122	-79.555331	Etobicoke	4e6155c97d8b8540892c9de7
4	Bajra Fine Indian Cuisine	Indian Restaurant	43.751894	-79.535493	Toronto	5e0d270af1a09700089d3260

- There were 5 existing Indian restaurants registered on FourSquare in Etobicoke North
- However all 5 of the restaurants have not been rated
- It can be inferred based on the lack of rating data, that those restaurants are fairly new or not yet establish among the residents in Etobicoke North

Cinemas in Etobicoke North

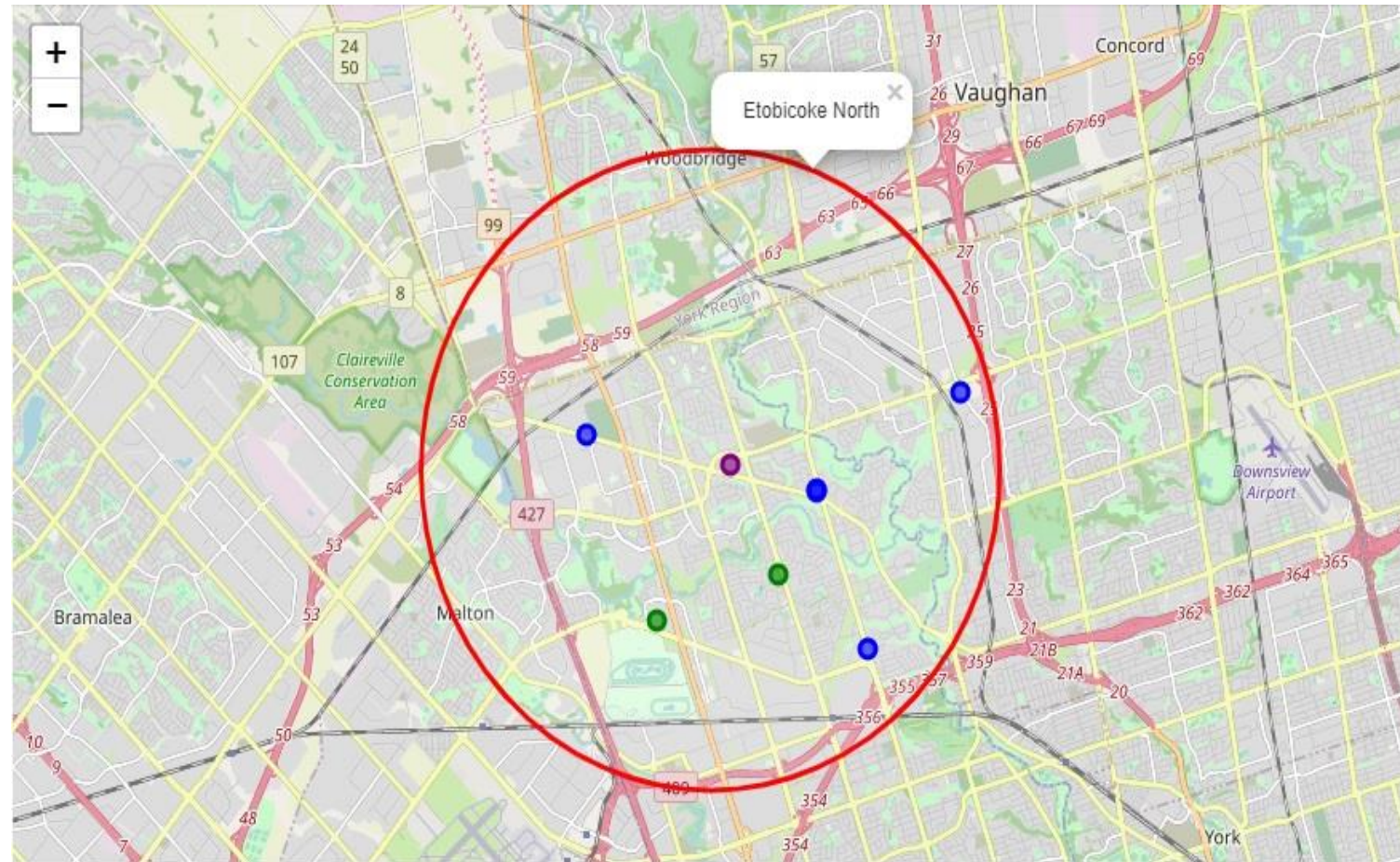
	name	categories	lat	lng	city	id
0	Albion Cinemas	Indie Movie Theater	43.741940	-79.584988	Toronto	4ca8ae6e76d3a0935125186b
1	Rainbow Cinema Woodbine	Movie Theater	43.720125	-79.600789	Etobicoke	4bd61bc96798ef3b519e648d
2	Rainbow Cinemas	Movie Theater	43.726361	-79.574516	Etobicoke	4c88437997828cfa56ec9aaa

- There were 3 existing cinemas registered on FourSquare, in Etobicoke North
- Of the 3 cinemas in Etobicoke North, 2 of them are Rainbow Cinemas, a cinema chain that mainly screens English language films and limited foreign language films
- Further exploration is conducted on Albion Cinemas, as Albion Cinemas is the most relevant data for this project.

Cinemas in Etobicoke North

- Albion Cinemas is an independent multi-language cinema that mainly screens Indian films.
- This data point is very significant, as there is an Indian cinema already set up in the district. However, when the rating of the cinema is queried, it has an overall rating of 5.1/10
- While there is the risk of an already existing Indian movie cinema in Etobicoke North, it has a very poor overall rating of 5.1 with only 4 tips from users
- The opportunity that is inferred from the data is that as there is already an established Indian movie cinema (Albion Cinemas) in Etobicoke North and that it proves that there is a market for an Indian movie cinema in Etobicoke North.

Map of Etobicoke North with Locations of all Points of Interest



Map of Etobicoke North with Locations of all Points of Interest

- The boundary of the search radius indicated by the red circle
- The blue markers indicating the location of the Indian restaurants
- The green markers indication the location of the 2 Rainbow Cinemas
- The purple marker indicating the location of the Albion Cinema.
- None of the Indian restaurants and cinemas are very close in distance to each other, at least not within walking distance.
- From data we can infer that there is a strong opportunity for success for the Lotus group value proposition of having an Indian restaurant attached together with an Indian movie cinema, to make for a unique dining and movie viewing experience

Conclusion – Data Findings

- 7.5% of Toronto residents are made up of the East Indian community.
- Etobicoke North was selected for further exploratory data analysis as the East Indian community is the largest concentration in all of Toronto, in that district/riding at 22.2%.
- Within Etobicoke North there are 5 Indian restaurants but each 5 with no user ratings, indicating those restaurants are new or not yet fully established among the residents.
- Etobicoke North also has 3 cinemas, with one that is mainly an Indian movie cinema. The cinema however has a very poor overall rating of 5.1/10 among FourSquare users.
- The proximity between the locations of the Indian restaurants and the cinemas are very distant from each other.

Conclusion - Recommendation

- All the data gathered and summarized indicates that the Lotus group should proceed with their expansion plans in Etobicoke North, Toronto.
- The existence of an Indian movie cinema proves there is a market in the location for it, the number of Indian restaurants are limited and not fully establish yet.
- The concept of an Indian restaurant/cinema would be a unique appeal for the residents of Etobicoke North.
- The business model was already proven successful in the Malaysian market, which has overlapping similarity in terms of the demographics for the minority Indian communities in each country.



THANK YOU