

# Introduction

## Background

The Lotus group of companies are 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. Both New York and Toronto were considered as they both are the financial capitals of their respective countries and both are very diverse cities. However, Toronto was selected as it much more diverse with 51.5% of residents belonging to minority communities and 12.6% of the total residents that belong to the South Asian community.

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 any of 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.