

Introduction/Business Problem

A large restaurant company that owns several brands and operates in several European countries seeks the opportunity in expanding its business in North America and more specifically in Toronto, Canada and New York City, USA.

Both are the largest cities and the financial capitals of their respective countries. They are very famous thus attracting large numbers of tourists and business travellers from all over the world. The natural consequence is that both cities are well developed and multicultural.

The purpose of this project is to analyse and compare the cities of New York and Toronto to identify the most suitable neighbourhoods for our client to expand its business. Furthermore, the purpose is to distinguish and classify the several types of restaurants currently operating in those cities. The results will be used by our client to determine which of its brand(s) will be used for the expansion.

Finally, the results of this project could be used in similar cases where a company requires market analysis and segmentation to make a strategic decision.