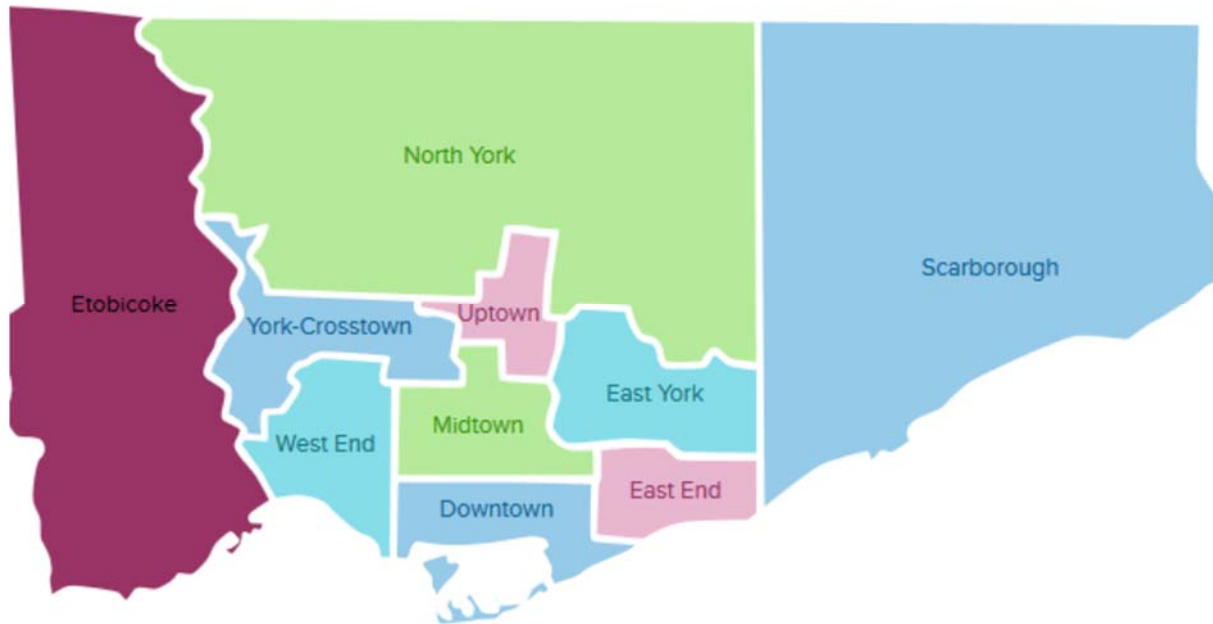


# Battle of Neighborhoods

Battle between Toronto neighborhoods



By,

Prashant Shingate, Ph.D.

## Introduction

Toronto is the capital city of the province of Ontario. It's a dynamic metropolitan city with vast number of diverse groups. It is one of the densely populated city in Canada with 5.9 million population. Hence, it is a premium location for business.



In Toronto the food industry is one of major industry. The location and type of food channel are key parameters, which strongly affect the business turnover. The population density decreases as one move away from the city center hence the distance of the business venue from city center will affect the number of customers. However, the number of other food channels in other word number of competitors is also high in the proximity of city center.



Besides location, the type of food channel determines cost for the business, profitability, scalability and other challenges. Hence, it is also important to know the type of food channels already present at the location before finalizing business plan.



The aim of my project is to identify the location for a food channel, which is reasonably close to the city center and have less number of competitors. In addition, the type of competitor food channels in the location viz. restaurant, bar, fast-food channel, etc. will definitely help stakeholders to take well-informed decision.

### **Target Audience:**

All entrepreneurs willing to enter in a food industry in Toronto area. Specially different food-chain owners or franchise will be best target audience for this study.