

Introduction & Business Problem Introduction

Everyone knows that new City has multiple ethnics and cultures and it is A destination for many immigrants, students, tourists and Businessmen.

Business Problem

Turkish tourist want to spend some days in New York City, but he wants to locate in a place where he can find his home food, so he decides to look for the best Turkish restaurants but how he can do that ?, What borough has the best rated Turkish restaurant ?

So i will analyze New York area to find him what he need and answer his questions.

Target Audience

Main target audience is Turkish people who living in New York City want to live in an area with a variety of Turkish restaurants.

Secondary target audience is tourists who interested in Turkish food.