

Introduction -

Downtown Toronto has a lot to offer to its residents and travelers all around the world as a city and diverse population. With skyscrapers looming over the skyline and a crowd of well suited aristocrats, the posh most part of Toronto may seem impenetrable but it isn't. Downtown Toronto is the main central business district of Toronto, Ontario, Canada. Located entirely within the district of Old Toronto, it is approximately 17 square kilometers in area, bounded by Bloor Street to the northeast and Dupont Street to the northwest, Lake Ontario to the south, the Don Valley to the east, and Bathurst Street to the west. The posh most neighborhoods are around the coast and a cluster of neighborhoods exists. Due to its large population of artists and young professionals, Downtown Toronto has become a hub for cutting-edge art and design, hip neighborhoods and great shopping, all within the downtown core, an area that can easily be explored on foot. The clusters of corporate parks offer a variety of options for leisure spending including exploring cuisine options at world famous food joints, shopping and mulling over art, history, fashion and science at Toronto's best museums and other number of cultural activity centers.

Business Understanding -

Our target location, University of Toronto – St Georgia campus is at the heart of Downtown Toronto, though separated from the corporate setup. The project aims at exploring business opportunities in the surrounding neighborhoods of the campus, mainly focusing overall on recreation and dining, and not particularly on essential services and premium essential services. Evaluation of existing businesses and identifying gaps and scopes is completely centered around the student life in the campus. Main focus while exploring would be the number and types of popular food joints. Given that a lot of options for recreation and leisure spending exists further downtown, the analysis has to be specific towards the location, limiting it to the immediate vicinity of campus. The opportunities would be compared with those existing in the surrounding neighborhood. The focus would be to identify key aspects about absence of a specific dining or recreational setups around the campus, existence of which would be fulfilling and would attract the student community, and they wouldn't need to travel to other neighborhood for it.