

THE BATTLE OF NEIGHBORHOODS

Chaffer Company



NEW YORK CITY

- Business Problem
 - Restaurant to start business
 - High Demand
 - Menu
 - Cuisine

BUSINESS-ENVIRONMENT

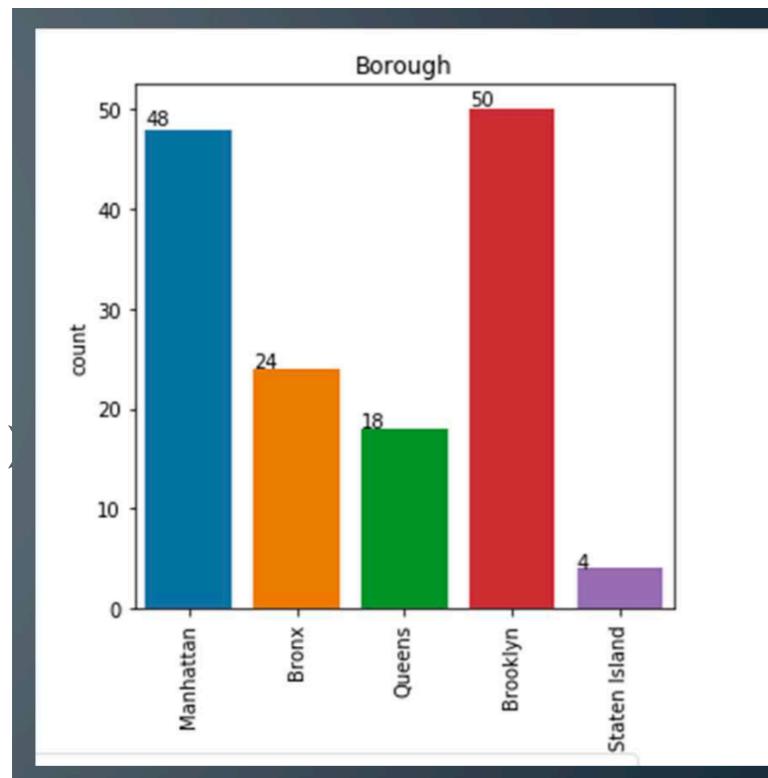
- Highly Competitive
 - Expansion needs to be analyzed
 - Strategical approach should be used
 - reduction of risks
 - Return on investment
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- Factors to think of
 - Markets available near the area
 - Malls and Gyms available
 - Competitors and cuisine
 - Untapped Markets
 - Saturated Markets

DATA

- New York's Data
- Farmers' Market Data
- Racial Ethnicity
- FourSquare Data

METHODOLOGY

- Created a map of New York with neighborhood around the restaurant site.
- Analyzed the farmer's market around the restaurant area
- Highest no of farmer's market are in Manhattan and Brooklyn. And the Lowest in Queens, Bronx and Staten Island.



CUISINE

- The cuisine is also important.
- Italian, Mexican, Indian, Irish are the popular cuisines.
- Restaurant needs to have popular cuisines to attract more customers.

RESULTS

- Bronx, Queens and Staten Island can be explored more for opening restaurants
- Farmer's market should be increased around Bronx, Queens and Staten Island.
- Brooklyn and Manhattan has high concentration of restaurant business. It is competitive.
- New Cuisines can be experimented around as people are enthusiastic to try more.