

I. Introduction & Business Problem

Green Tea Restaurant has long been recognized as the most authentic northern Chinese food restaurant by Chinese immigrants and international students. The owner, who is also the head chef, came to Edmonton in the early 2000s from Harbin which is one of the sister cities of Edmonton. With over 20 years of experience, he can deliver customers the most authentic northern Chinese tastes, even some innovations occasionally.

However, the business has suffered from low business volume and economy recession in these years. The restaurant locates on the west side of the city. If you look into this, you will find this area appears to be an industrial area with rare public transit connected. It takes about 20-minutes drive to get there from downtown Edmonton. The business volume is significantly affected. Which makes this worse is that the economy is performing poorly and does not have a promising outlook.

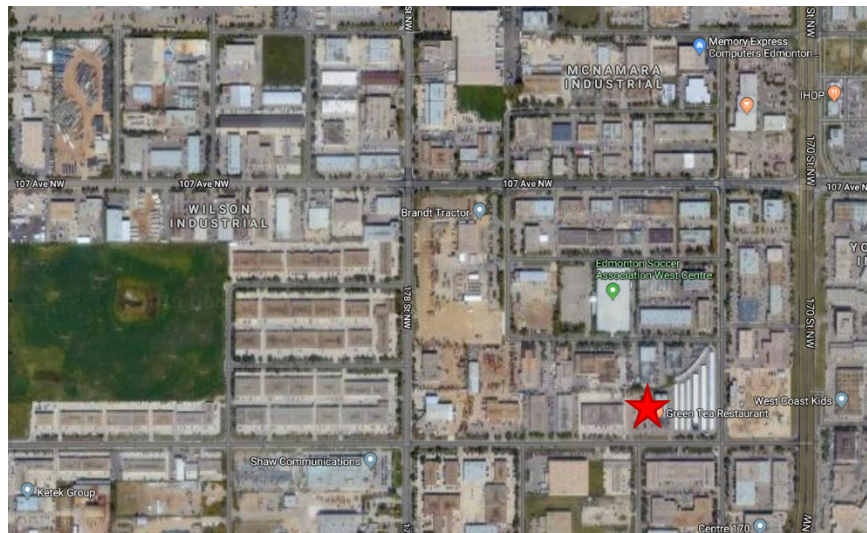


Figure 1. Green Tea Restaurant current location^[1]

The owner expressed his concerns and said they are considering relocating to downtown, where the customer volume is considerably high. This way, they can survive from the economic recession and have a brighter future.

In this project, we will help the owner to find a better location for his restaurant. Our ideal location would have a low density of any type of restaurant; furthermore, no Chinese restaurant nearby for competition.

[1] Google Maps, url = <https://goo.gl/maps/F4J99y1CKcJQU3VM7>