

Investing in a Sushi Restaurant in London

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Introduction

Background –

Tai Chi is a Japanese investor settled in the city of London. He is one of the many descendants of Japanese emigrants who now call London their permanent home. Residential centers of the Japanese community in London have traditionally included areas such as Acton, Finchley and Croydon. The City of London hosts many Japanese insurance companies, banks, and security houses. It also includes Japanese job agencies, interpretation & translation companies, and restaurants.

Business Problem –

Tai Chi plans to invest in an existing & upcoming Sushi restaurant in London neighborhood and is searching for potential options. He is a connoisseur of Japanese food & believes that a perfect piece of sushi can convince any non-believer that this is about much more than fish and rice. Besides, he thinks that Japanese dishes have long been providing Brits with a light and healthy alternative to their food therefore, have much more potential to explore in the London restaurant culture.

There are many factors that determine the investment in a restaurant business like its location, its accessibility, footfalls & popularity reviews. Proximity to other leisure businesses, in-house menu & services/facilities, energy & green considerations are important factors in restaurant business investments. This project tries to help Tai Chi analyze the demography, economy & consumption patterns of Londoners. I have studied the London consumers, visitors & neighborhoods through my report to select the most suitable investment option for Tai Chi.

Target Audience –

Tai Chi is the primary target audience for the data analysis undertaken by me through this project. In addition to him, all the potential investors in food industry, particularly in London can also draw insights from this project. The inferences drawn about the economic impact & demographics of London neighborhoods in particular & the United Kingdom in general would be of great help to food business market trend analysts along with restaurant operators. Food lovers, potential bloggers of Asian cuisines & restaurant chain suppliers can also take inputs from this report to support their research & recommendations.