**Introduction:**

Location, location, location, 3 of the most important things when it comes to opening a business, the purpose of this report is to analyse 4 locations in Toronto for opening a restaurant. This report will not only look to recommend, a location of a restaurant but also type of restaurant.

Companies like McDonalds, KFC, Pizza hut have grown and expanded through franchising their brand. McDonalds success came through franchising to middle class families that lead to aggressive expansion of their brand.

Our investor has come across an opportunity to get a franchise of a Canadian based fast food chain, Mary Brown a fried chicken joint, the investor would like to understand types of restaurants operating in Toronto, and how are they setup, i.e. are they part of a food court or are they a stand-alone outlet. The investor would like to setup in location that it neither over or under competitive.

The investor also has few hesitations of opting for a fried chicken franchise with the recent shift towards healthy food. Investor wants to know if there is still a market for fried chicken or should he/she opt for a franchise that sells healthy food such as salads etc.

**Methodology:**

Our Investor has already specified following four target areas in Toronto they are as follows:

* Mississauga
* Scarborough
* Richmond
* York

Furthermore, the investor would like to understand the restaurant market in Downtown Toronto.

For this project we would be using the postal codes for the city of Toronto to find the specified target areas and their respective neighbourhoods. We would then map out the neighbourhoods and by locating their longitude and latitudes. With the help of foursquare we would then analyse each neighbourhood to understand what is popular in the area.

To further establish our analysis, we would also be using a population count for the specified target areas available from Statistics Canada to understand the demographic which would further help us in making our recommendation and the Investor in making a sound decision.

**Limitation**

Our analysis will be based on information available from Foursquare and Statistics Canada. We have not been provided any financial information that can help in making a better decision as this information is of confidential nature. Furthermore, we would be analysing only the target areas specified by our Investor and would not be looking at other areas. Our recommendation would be based on best option available with the target areas this includes, location and type of restaurant.