

Opening a new Café in Los Angeles – Market analysis

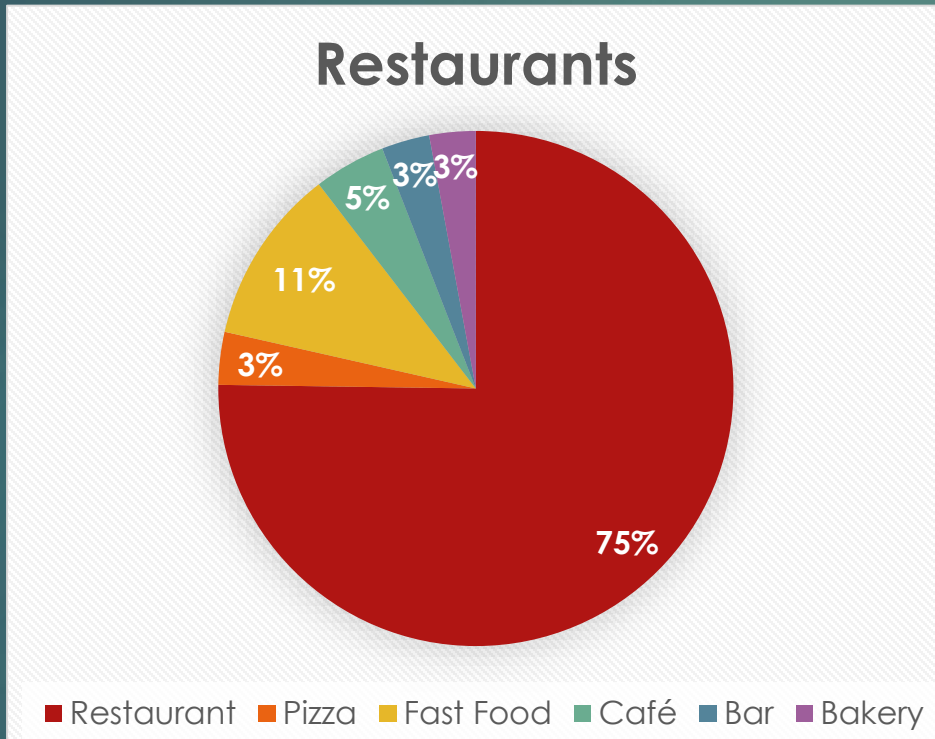
The food business in Los Angeles is a thriving and diverse environment with streets full of different types of establishments. The sizes of the establishment are just as diverse and can change between 2 and 200, the most popular streets have 400 and 300 establishments like restaurant's, bakery's cafe's and more.

The city of Los Angeles is the second biggest city in America with 3.9 million residents, the city center is highly populated and is a famous and popular tourist attraction.

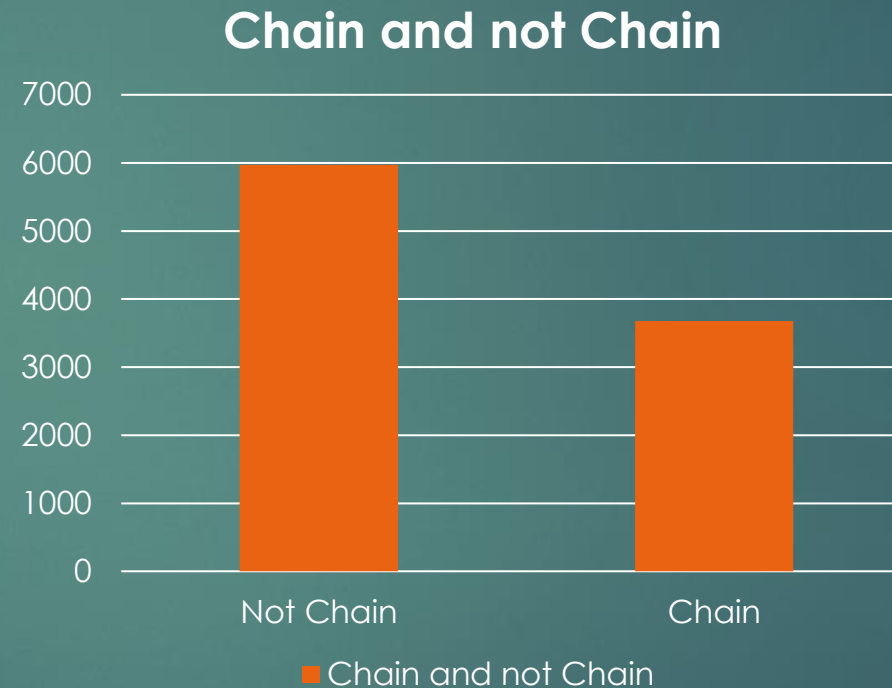
This market analysis shows that an investment in the food business in LA is lucrative. From the data reveled in the analysis it is obvious that most of the food establishments in this city are not part of any chain, which meant that the **customers prefer variety** and not the same food and atmosphere wherever they go. Most establishments have fewer seats (25 and less). Therefore **starting a new and small restaurant with an interesting and unique vibe has a good chance of being profitable.**

BY TATYANA BOLTON

What are the types of establishments in the market and what are the proportions of them that are chains?



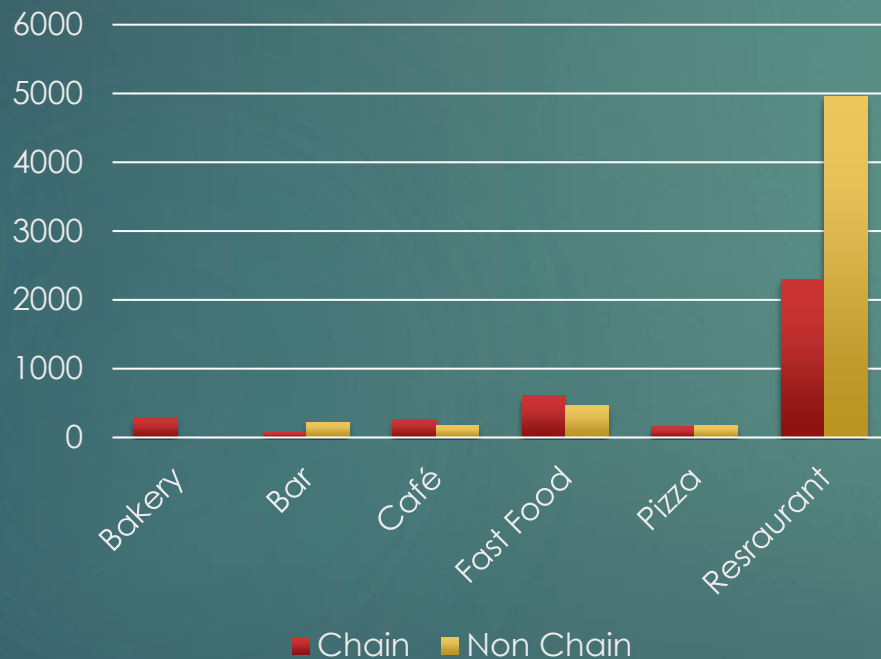
Restaurants are the most popular



Most of the establishments are not part of a chain

Which type of establishment is typically a chain? And what are their proportion?

Proportions of chains and not chains

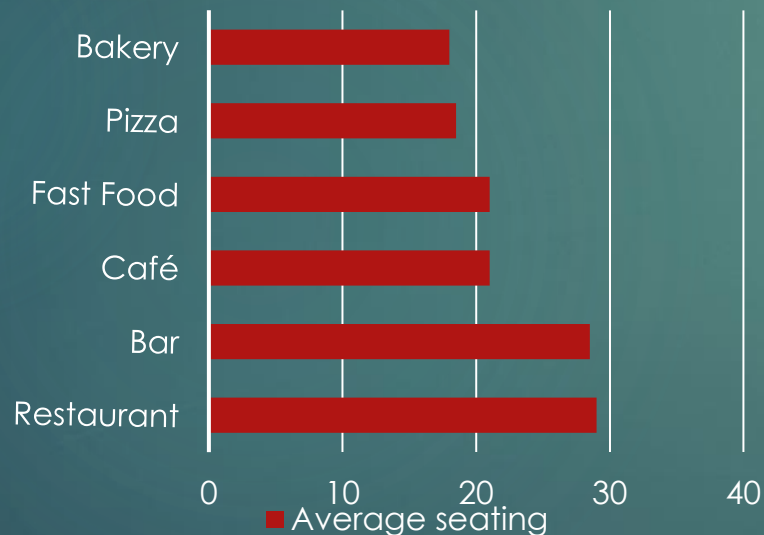


Chain ratio

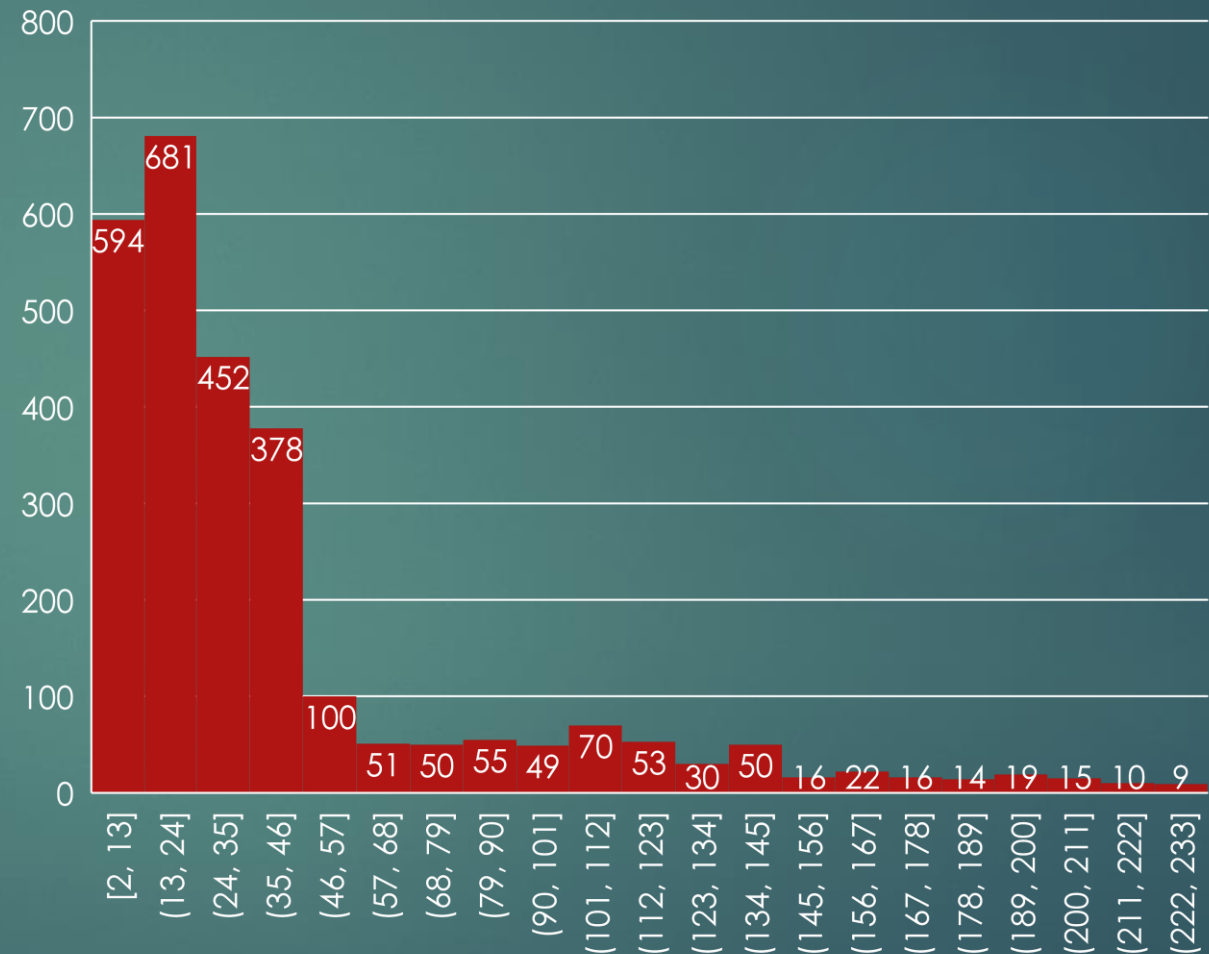


Seat number distribution and average seating, the general average is below 30 seats

AVERAGE SEATING



Chain establishments seat numbers



The top ten streets by number of restaurants shows the popularity of food business in LA

