## Capstone Project - The Battle of Neighborhoods (Week 1)

1. **A description of the problem and a discussion of the background.**

A restaurant is a business which prepares and serves food and drink to customers in return for money, either paid before the meal, after the meal, or with an open account. The City of New York is famous for its excelllent cuisine. It's food culture includes an array of international cuisines influenced by the city's immigrant history.

Central and Eastern European immigrants, especially Jewish immigrants - bagels, cheesecake, hot dogs, knishes, and delicatessens

Italian immigrants - New York-style pizza and Italian cuisine

Jewish immigrants and Irish immigrants - pastrami and corned beef

Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city

mobile food vendors - Some 4,000 licensed by the city

Middle Eastern foods such as falafel and kebabs examples of modern New York street food

It is famous for not just Pizzerias, Cafe's but also for fine dining Michelin starred restaurants.The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin.

So it is evident that to survive in such competitive market it is very important to startegically plan. Various factors need to be studied inorder to decide on the Location such as :

New York Population

New York City Demographics

Are there any Farmers Markets, Wholesale markets etc nearby so that the ingredients can be purchased fresh to maintain quality and cost?

Are there any venues like Gyms, Entertainmnet zones, Parks etc nearby where floating population is high etc

Who are the competitors in that location?

Cuisine served / Menu of the competitors

Segmentation of the Borough

Untapped markets

Saturated markets etc

The list can go on...

Eventhough well funded XYZ Company Ltd. need to choose the correct location to start its first venture.If this is successful they can replicate the same in other locations. First move is very important, thereby choice of location is very important.