

By Tom McIntire



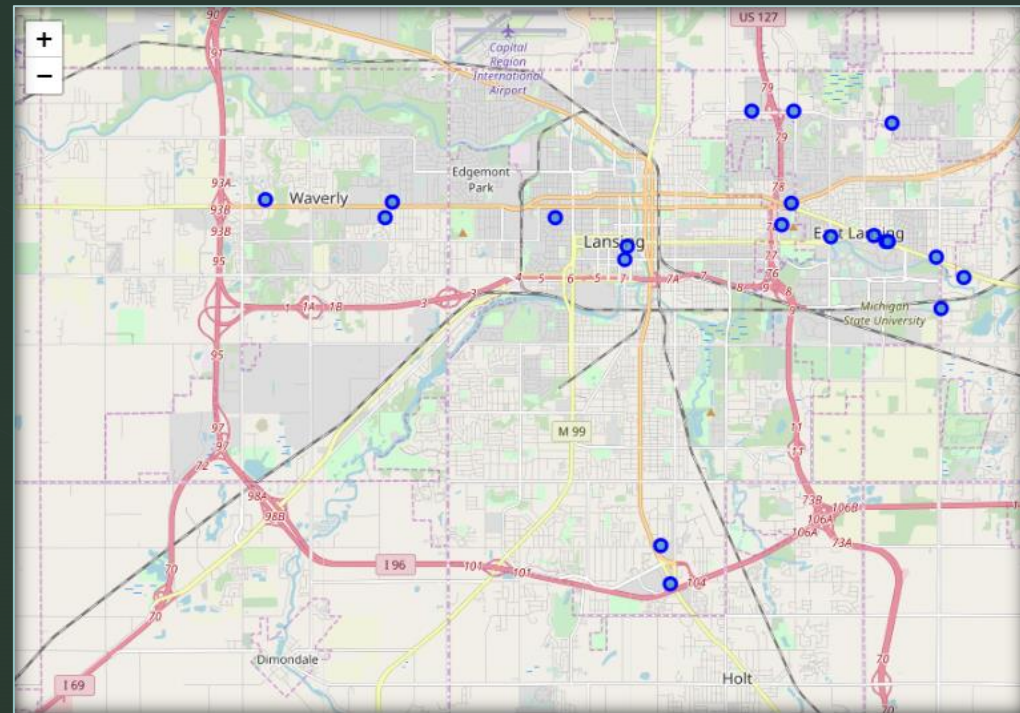
# Battle of the Neighborhoods

# Problem Statement

- A potential client is interested in starting a sushi restaurant franchise and needs to know which of the 5 chosen locations would be best situated to begin the franchise. However, he does not know which location would be best suited for his beginning franchise. The client does not like to have a lot of competition as individuals that enjoy sushi are part of a niche group of clientele. The factors to consider are:
  - The right target audience
  - Population
  - Demographics
  - Number of competitors

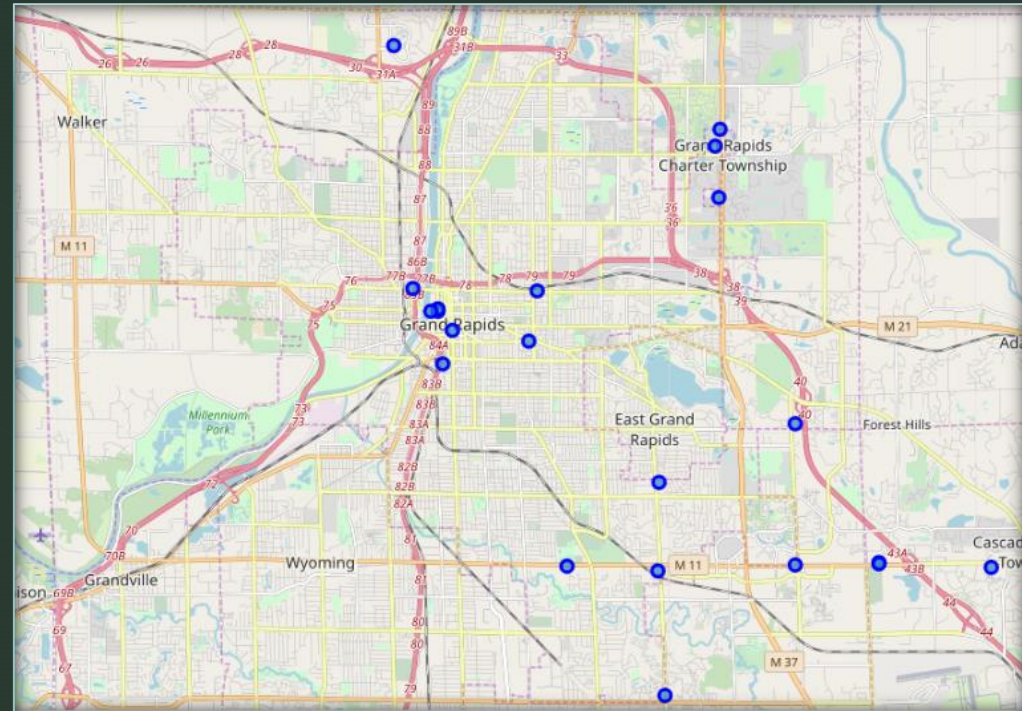
# Sushi Restaurants in Lansing, MI

- Total sushi restaurants are 51.



# Sushi Restaurants in Grand Rapids, MI

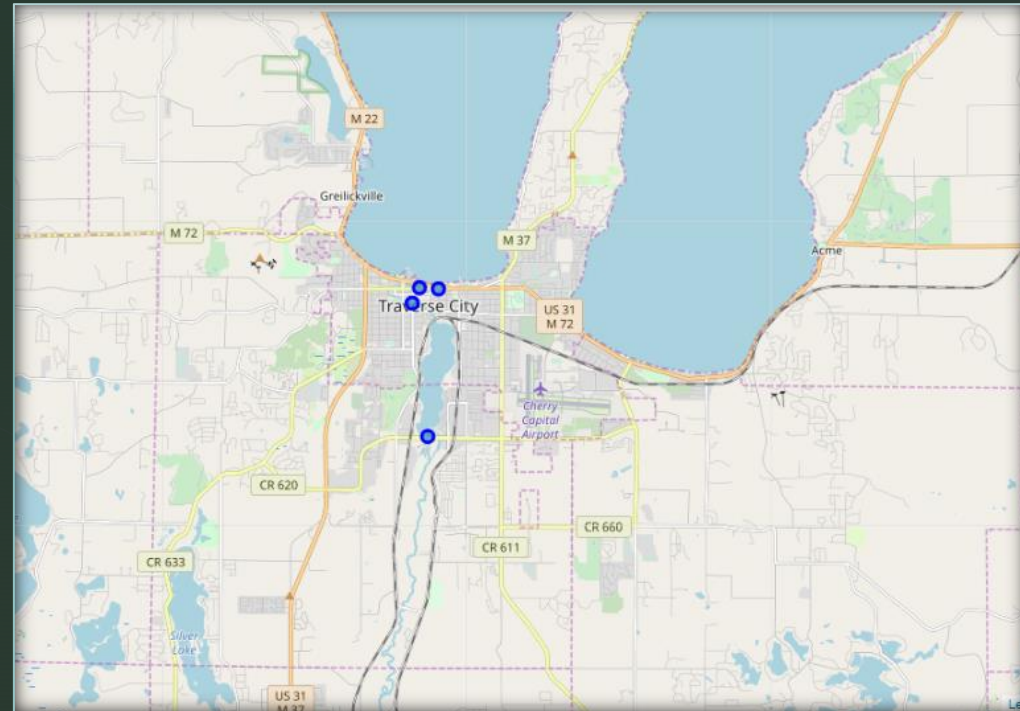
- Total sushi restaurants are 55.





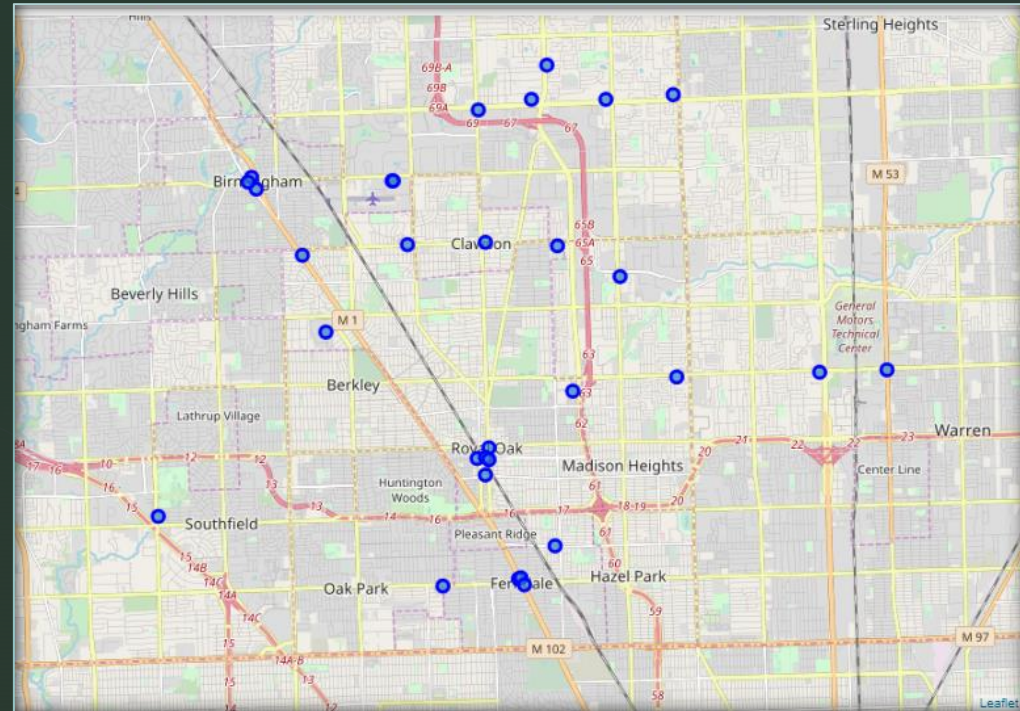
# Sushi Restaurants in Traverse City, MI

- Total sushi restaurants are 4.



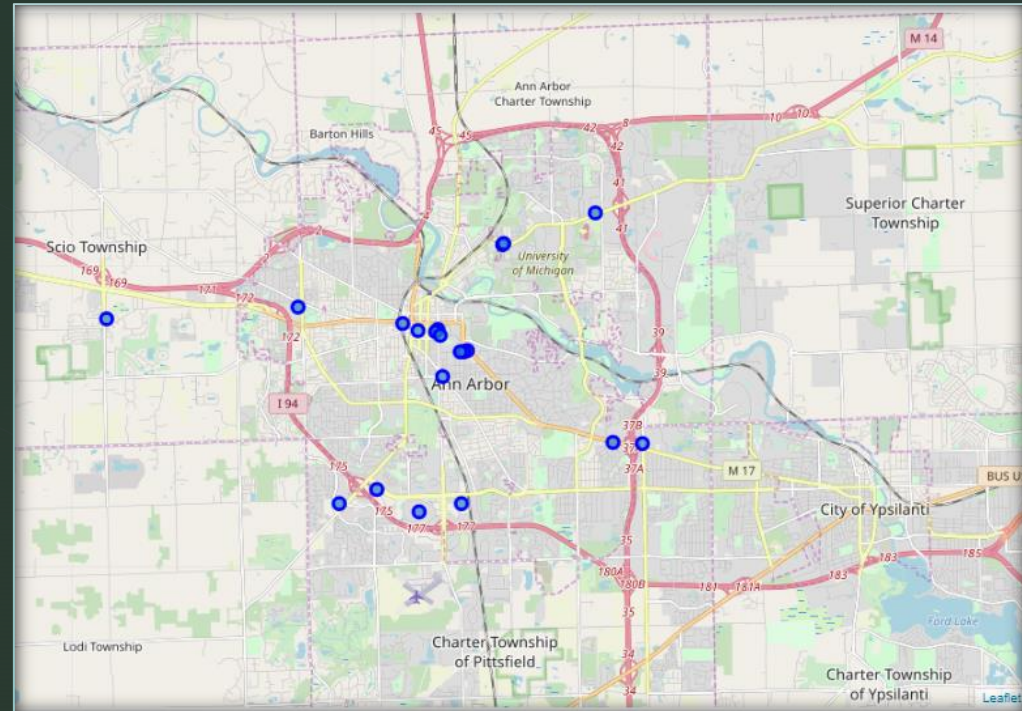
# Sushi Restaurants in Royal Oak, MI

- Total sushi restaurants are 31.



# Sushi Restaurants in Ann Arbor, MI

- Total sushi restaurants are 61.





	City	Population in 2010	White	African American	Asian	Other	Age 0-19	Age 20-29	Age 30-39	Age 40-49	Age 50+
0	Lansing	114297	69721	25488	4114	14985	29031	23430	16801	14515	30520
1	Grand Rapids	188040	126927	36103	4324	20686	49642	40240	27641	19368	51149
2	Traverse City	14674	13705	220	102	647	3213	1936	2010	1614	5901
3	Royal Oak	57236	40866	2152	2174	12044	9443	11962	10302	6811	18718
4	Ann Arbor	113934	80893	7405	19710	5926	25521	37142	14469	9000	27802

# City Demographics



# Sushi Restaurant Saturation by City

Lansing Sushi  
Restaurant to  
Population Lansing:  
2241

Lansing Sushi  
Restaurant to  
Population Grand  
Rapids: 3419

Lansing Sushi  
Restaurant to  
Population Traverse  
City: 3669

Lansing Sushi  
Restaurant to  
Population Royal  
Oak: 1846

Lansing Sushi  
Restaurant to  
Population Ann  
Arbor: 1868

# Conclusion

- Reviewing the data it would be the client's best option to open a starter franchise in either Traverse City or Grand Rapids because the competition is relatively the same.
- One factor to keep in mind is that the Asian population according to the 2010 Census shows that only 102 individuals living in Traverse City are of Asian descent whereas in Grand Rapids there are 4323 individuals of Asian descent.