

Introduction/Business Problem : Finding Locations for Restaurants around Subway Stations in Burnaby

Burnaby is a city in British Columbia, Canada, part of Metro Vancouver and immediately to the east of the City of Vancouver. It is the third-largest city in British Columbia by population, following Vancouver and nearby Surrey. Burnaby was incorporated in 1892 and achieved its City status in 1992, 100 years after incorporation. It is the seat of Metro Vancouver's regional government.

The main campuses of Simon Fraser University and the British Columbia Institute of Technology are located in Burnaby. Metropolis at Metrotown is the largest mall in British Columbia, and second largest in Canada. It is home to high-tech companies such as Ballard Power (fuel cell), Clio (legal software), D-Wave (quantum computing), General Fusion (fusion power), Electronic Arts Vancouver, and Capcom Canada.

The city is served by the Expo Line and the Millennium Line with total 11 stations. Metrotown station in downtown Metrotown is the second-busiest station in regional Vancouver's Skytrain system as of 2018.

The restaurant location I am going to find will appeal to the students and employees of high-tech companies, it must be near a subway station, so people can easily catch up during launch or dinner time. I would also want the restaurant in the vicinity of other shops and boutiques as well as small restaurants. What's more important, the customers of coffee shops and cafes would be the target market. In a word, the restaurant would be a creative place for those high-tech company employees and technology students to make friends and exchange ideas. It might be an incubator of startup companies.