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A New Vegetarian Restaurant in Detroit, Michigan: A Site-Suitability Analysis

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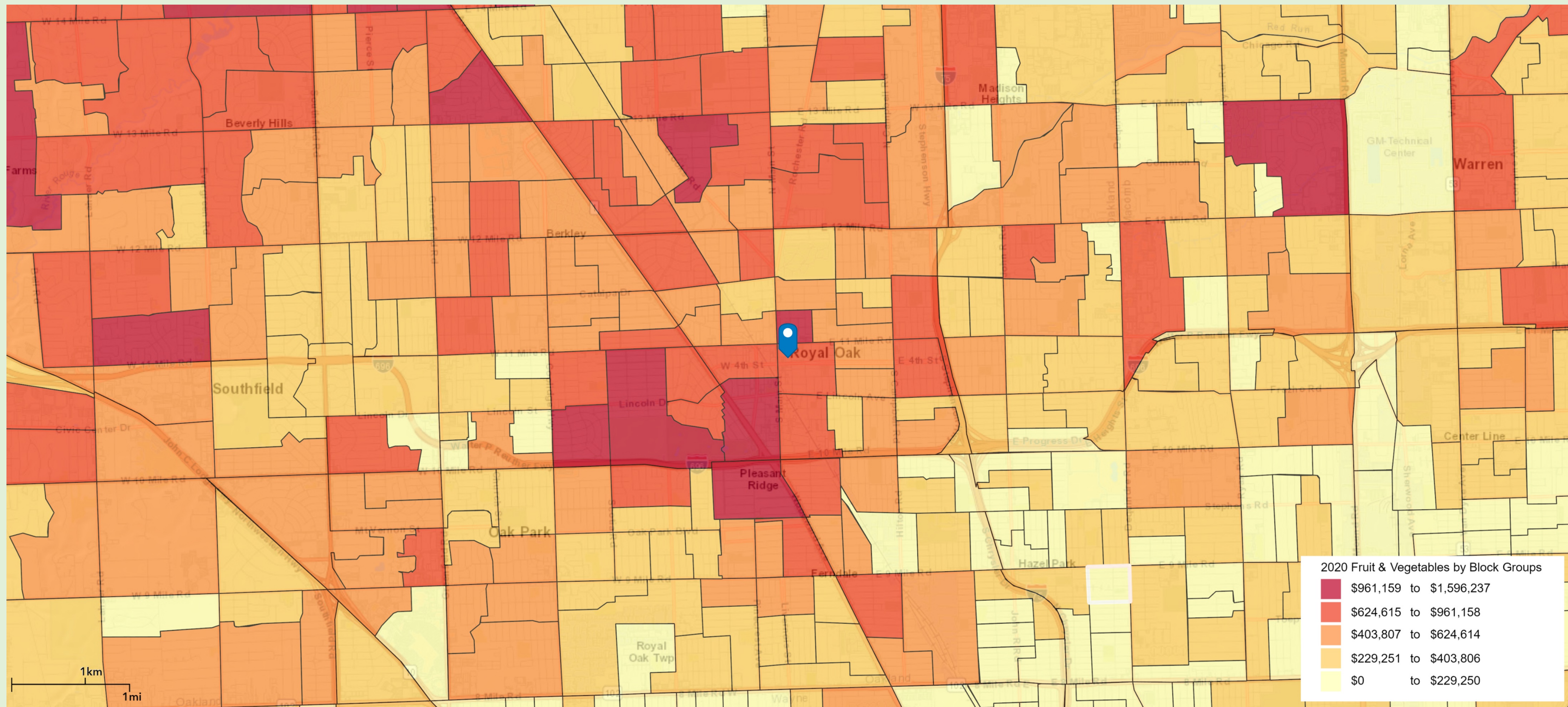
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Vegetarian Restaurant in Royal Oak, Michigan Sustainability Analysis



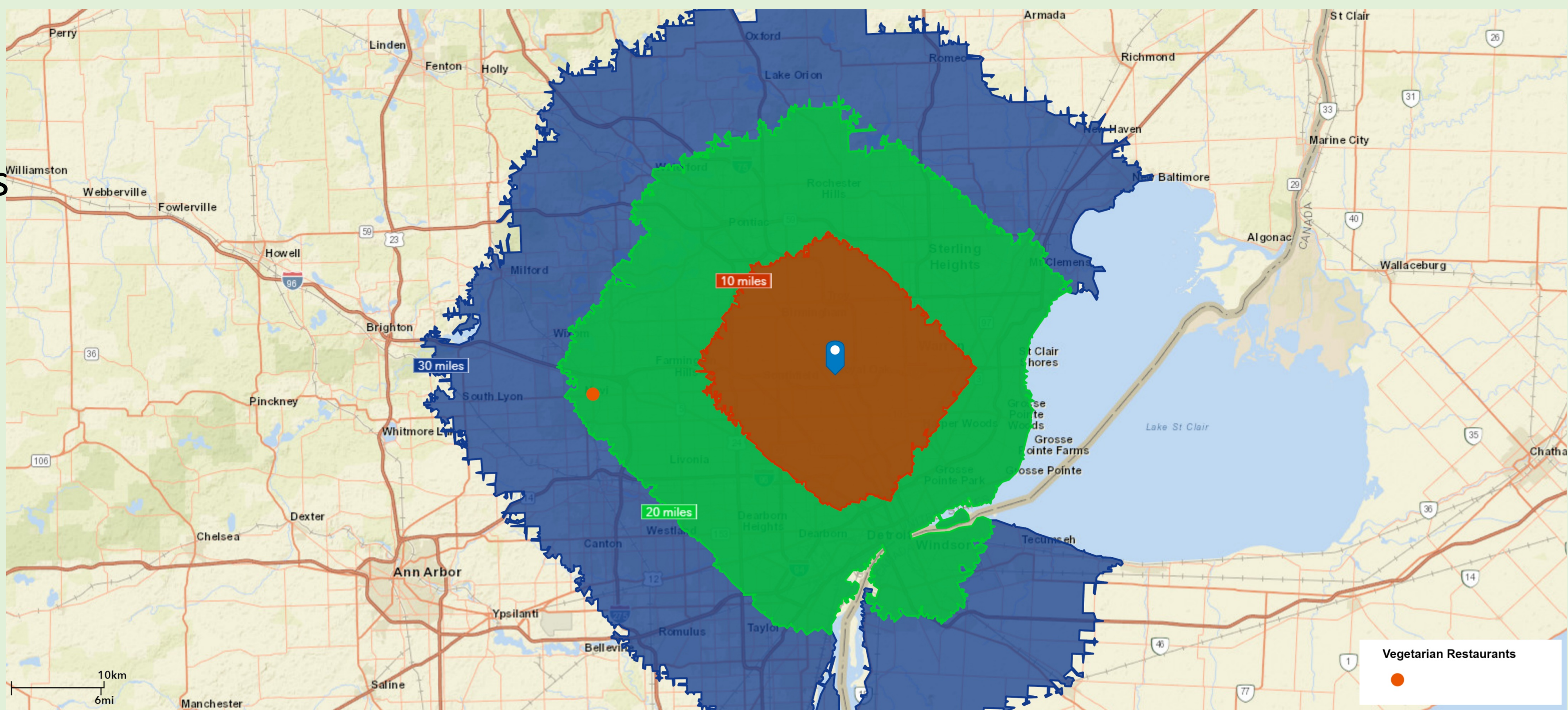
Annual Spending on Vegetables in Royal Oak, MI, 2020



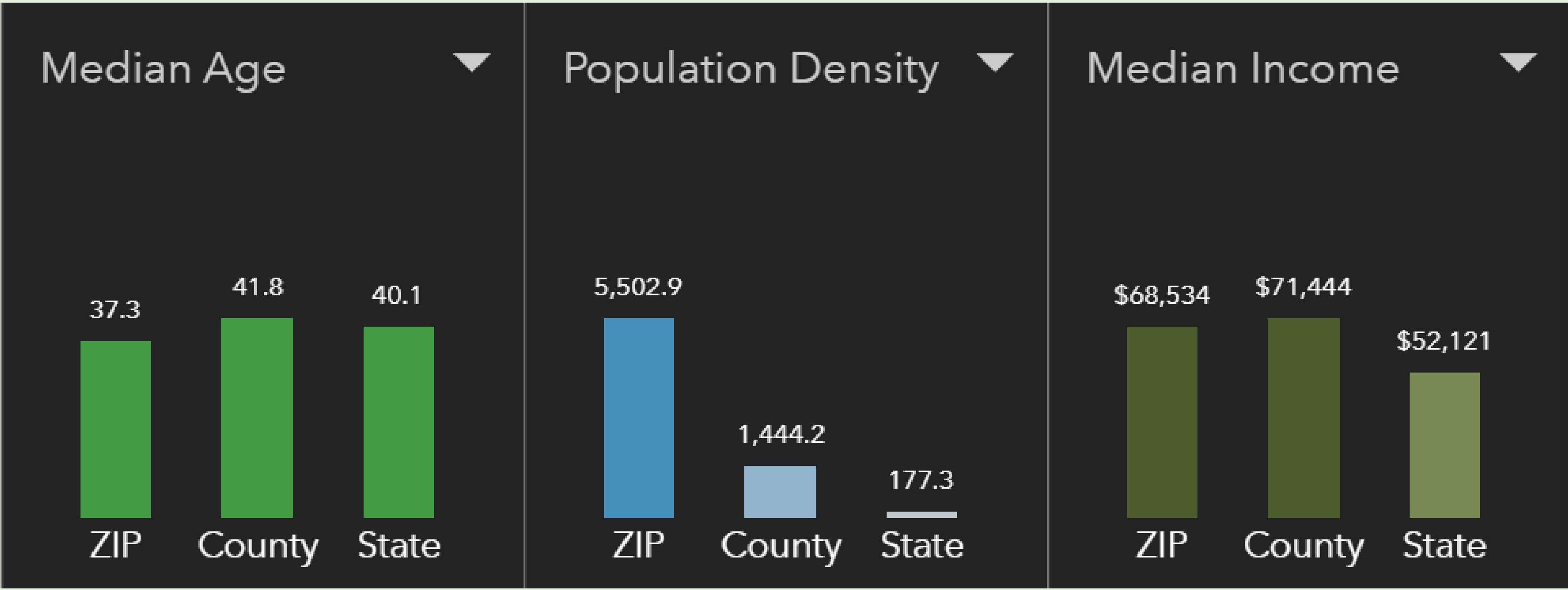
Industry Analysis

The vegetarian restaurant industry is a growing market s more and more people move towards a plant-based diet. We have even seen fast food places adopt this such as Burger King , with the Impossible Whopper. It is a more environmentally friendly alternative and can improve peoples lives. There are not many strictly vegetarian restaurants out there, so this is a great business opportunity.

Number of Vegetarian Restaurants around Royal Oak, MI, 2020



Demographics of Royal Oak, Michigan, 2020



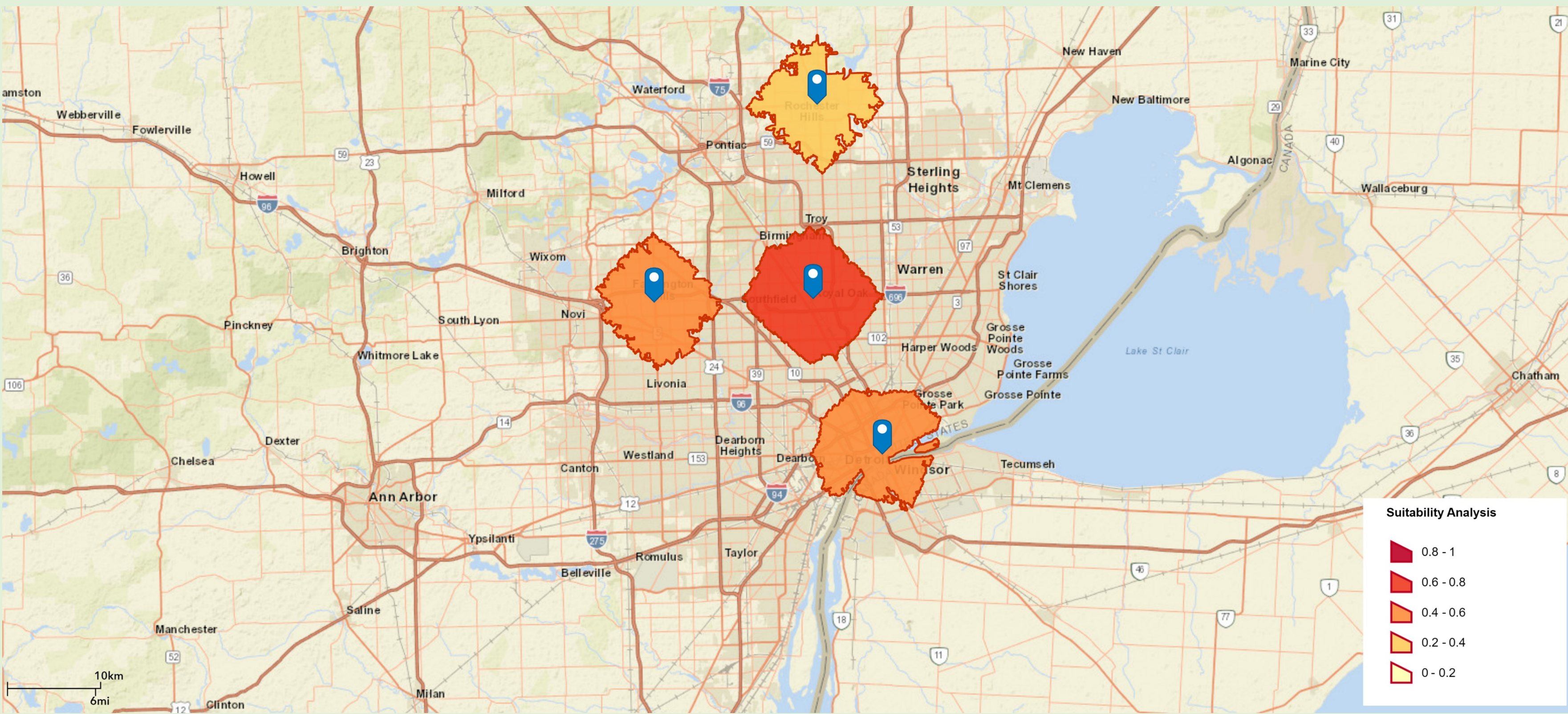
Location

Royal Oak, Michigan is part of the Metro Detroit Area. This is a prime location because there is only one fully vegetarian restaurant within a 30-mile radius of Royal Oak. The location was picked after a multivariate analysis of that looked at three variables:

- % of people who consider self to be semi-vegetarian
- % of people who try to eat healthy w/nutrition focus
- % of people that purchased vegetarian burgers in the past 6 months

Multivariate Analysis

% of people who consider themselves semi-vegetarian,% of people who try to eat healthy, % of people that purchased vegetarian burgers in the past 6 months



Customer Analysis

Royal Oak, Michigan has a median age of 37, which is lower than the state and county average. Younger people are more likely to go to a new vegetarian restaurant. Also, the median income is just under \$70,000, which means people have money to spend at restaurants. When looking at annual spending on vegetables, the areas around Royal Oak are spending around \$600,000 to \$1.5 million on vegetables per year.

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References
Business Analyst Online 2020

Site	5 mi...	Rank	Final score	2020 Consider self to be semi-vegetarian (%)			2020 Try to eat healthy w/nutrition focus (%)			2020 HH used frozen vegetarian burgers in last 6 months		
				Value	Score	Weighted score	Value	Score	Weighted score	Value	Score	Weighted score
Royal Oak	5 mi...	1	0.72	8.41%	1.00	0.50	31.93%	0.20	0.07	10,000	1.00	0.16
Detroit	5 mi...	2	0.47	8.31%	0.83	0.42	30.96%	0.00	0.00	6,377	0.36	0.06
Farmington Hills	5 mi...	3	0.43	7.96%	0.25	0.12	34.81%	0.80	0.28	5,264	0.17	0.03
Rochester	5 mi...	4	0.35	7.81%	0.00	0.00	35.79%	1.00	0.35	4,320	0.00	0.00