# Introduction

## Background

Starting a business in the multicultural cites like London can exhilarating and wildly fulfilling. However, it can be quite complicated, and may challenge you in ways you had not imagined. Knowing the challenges and problems you may encounter in your start-up can help you to prepare for the unexpected, and possibly help avoid common risks. There are many factors which can influence the growth of the business.

## Problem

One of the main problem stakeholder face is that, to choose the place to start the business such as coffee shop or restaurant in the London. Many businesses unable to grow because of the chosen place.

## Interest

Stakeholders are concerned about their business growth; they also want to find best place in the London where the they can find adaptive advantage.