Coursera

Introduction/Business problem

**Problem**:

The Seoul is one of the crowded cities in the world, in the downtown of the city approximately 10 million people live and variety of international organization and big companies’ office located, over peak time about 7 million people get served in Seoul Metro and public transportation accordantly statistic of Seoul Metro. So that this is one of the convenient regions to start own small business such Italy restaurant or Japan reman restaurant. Even tough, finding appropriate place to own business’ feature have been challenge for entrepreneurs in the Seoul. There are many applications which are installed on mobile phone such as android and iPhone, available to people who get regarding information, though, in the English, aim to foreigners is very rare and existing are mostly not updated. Most of them works in Korean,

Nowadays, in order to limit over centralization in over area, the Korean government acting many policy and acts to such a SME owner, that building new areas nearby Seoul or different place by encouraging that as long as offering tax exemption or for land lords offering cheaper rental prices for tenants and people seeking for business opportunity in there.

**Solution**:

Having latest information about location with prices about Seoul and new areas that the government acting polices, entrepreneurs are able to choose propriate place to do the business, where nearby big companies and offices, to cover investment in short time. Those kinds of data is not only aimed to people seeking business opportunities, students also need the information because big universities dormitory is not sufficient for all of foreign student and majority of them finds rental apartment near their place mostly spending day time. So that, using location ad price tags relating including rental apartments, flat, and other places where are able to be done small business such as 1st floor of office building or special big halls frequently report is the most crucial thing for people, especially foreigners will do business on Korea.

**Recommendation**:

Finally, for entrepreneurs choose to region that government taking actions such decrease the overcrowding and those places have cheaper price and more negotiable with landlords in term of rental price. In addition, high-tech’s startup companies are still a part of government policy that provide cheaper working place with fully equipped with necessary infrastructure so that as they need to choose those places, only Seoul is not necessary.