

Coursera capstone

Battle of neighbourhoods -Week 1

Introduction/Business Problem:

Chennai is formally known as Madras is the capital of Tamil Nadu, India which is situated on the Coromandel Coast of Bay of Bengal. Chennai is one of the most visited cities in India by foreign tourists. According to The Quality of Living Survey Chennai is the safest city in India. Chennai is one of the top 10 cities in India which have highest literacy rate. This one of the reason people wants to set up their companies in Chennai. It is also known as the Detroit of India because more than one-third of India's automobile industry is based in the Chennai. It is also the fifth largest city in terms of population with 8.2 million people in the urban agglomeration. Mr. X is planning to open a Gaming café as he sees growing popularity of Online multiplayer games among the youth in the city.

Problem description, Stake holder (Target audience)

Mr. X is looking for advice, to where he should open his café for a profitable and steady business. Gaming cafés are popular among children and youth who come as a group and dwell in café for 4-5 hours playing single or multi player. Mostly the target customers are of age group 10-25. Although having good ambience, computers & network, snacks and beverages sometimes they fail because they are not able to reach out more customers or due to competition among neighbouring cafes or due to bad location.

It is very important to strategically plan the location to open a new business. Various factors need to be studied in order to decide on the Location such as:

1. What is the population of customers are we looking for? Who are the customers and their background?
2. Demographics of the city, Locations of Schools and colleges.
3. Are there any Food stalls, Restaurants, Market place etc. nearby so that the ingredients can be purchased fresh to maintain quality and cost?
4. Are there any venues like, Entertainment zones, Parks, Shopping malls etc. nearby where floating population is high etc?
5. Who are the competitors in that location? Untapped market or Saturated market?
6. Nearby computer and hardware stores or service centres, areas with high speed network connectivity.

My main goal is to provide him good locations to opening a Gaming café where he can reach out to large number of customers and have less competition.