# LOCATION SELECTION FOR A CAR DEALERSHIP BUSINESS IN ATLANTA, GEORGIA, USA

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25th June 2020

## 1. Introduction

### 1.1. Background

Atlanta is the capital of the U.S. state of Georgia. It is a growing city, home to Fortune 100 companies and headquarters of global corporations, with a growing and working population. In 2019, a report by the U.S Bureau of Labor Statistics showed that households in Atlanta spend 16.3% of the income on transportation, with 90.8% spent on purchasing and maintenance of vehicles [1]. This expenditure pattern is quite attractive to potential investors who are focused on car dealerships. Factors affecting car dealerships include neighborhood economic activities and security. Neighborhood economic activities can point out areas of high human traffic areas, similar businesses or competition and supporting facilities such as restaurants and malls where customers can wait, or public transport that customers can use once dropping their cars.

On security, a quick browse through the news in Atlanta reveals that car theft is an issue that cannot be ignored. Car theft can result in financial losses due to replacement of stolen cars. It can also increase business risk, thus increasing insurance rates. For car dealerships that offer servicing and repairs, theft of customer's cars can reduce customer trust.

Information that gives an analysis of the neighborhoods in Atlanta and the crime statistics can therefore help potential investors to make informed decisions on their business locations.

### 1.2. Problem

One of the sources of information for potential investors is the internet. The internet provides general or piecemeal information which can be difficult to understand, put together and aid in making a decision. The risk then becomes that investors can make a decision to or not to invest based on such information.

This project aims to solve this problem by providing information that gives an analysis of the neighborhoods of Atlanta and crime statistics of the area, to aid in selection of a good location for a car dealership business. By being aware of the surrounding businesses, the potential investor can go into the neighborhood with strategies on how to make his business unique. By also being

aware of the vehicle theft statistics, the potential investor can also go into the neighborhood, being prepared to take measures that will minimize the chance of theft.

### 1.3. Interested stakeholders

This project and its findings will be of benefit to current and potential investors in the Atlanta. In addition, the methodology applied in the project can be adopted and refined by others to find solutions to similar problems in other areas. The Atlanta government can also benefit by making decisions based on the findings of this project to attract more investors.

## 2. References

[1] Consumer Expenditures for the Atlanta Metropolitan Area: 2017–18, U.S. Bureau of Labor Statistics

[2] City of Atlanta Neighborhood Statistical Areas, retrieved on 24th June 2020, from https://opendata.atlantaregional.com/datasets/d6298dee8938464294d3f49d473bcf15_196

[3] Crime in Atlanta 2009-2017, dataset by Alexander Bryant, retrieved on 24th June 2020, from https://data.world/bryantahb/crime-in-atlanta-2009-2017

[4] Atlanta City Limits, retrieved on 24th June 2020, from https://gisdata.fultoncountyga.gov/datasets/b711dbcf5a1d4f479e275b1781c4bda0_1?geometry=-91.846%2C32.119%2C-77.025%2C35.316