**Business Problem & Background**

**Problem Statement** – Setting franchise for mid-range car in most feasible locations in Mumbai

**Description** - Mumbai being called a city of dreams, is hugh, extremely populated and busy. It provides with an opportunity to promote and sell shopping goods like mid-range or premium brands which have more viable market in Mumbai rather than in any small city in India. However, the geographical expanse of the city also poses a dilemma as to where to set shop. There are plethora of areas and localities - some more better off while others aren’t. Some are easily approachable and others aren’t. Also, there are localities which are posh but lack in footfalls.

So, the business problem revolves around how to identify and locate an approximate location for Car showroom ranging approximately around Rs. 7-8 lacs. As there is no demographics available for Mumbai - area or locality wise, it poses a question of how to identify profitable areas within Mumbai and narrow them down to few. The localities have to be such that they not only provide an exposure the brand is looking for but also attract the right set of customers in good numbers. Basically, the objective is to make the company profitable by locating places which can generate maximum revenue for them.

**Concerns** – The first concern is to how to identify most appropriate areas for the company, which are popular and can bring the buyer a complete shopping experience. Reason being, people tend to combine couple of activities together even while shopping a product like car. Just to step out for checking a car brand is not supposed to be a chore. Choosing a brand can be a practical decision but stepping out to check the car combined with a complete shopping experience will lead to a positive decision. So, the areas/localities for the car showroom position has to be such that the buyers can plan other activities as well. The second and the final concern is that there is no up-to-date information on the way the localities are spelled and no particular dataset where the property rates of all localities are mentioned. In Mumbai, lot of localities are clubbed under one locality where real estate rates are concerned.

**Assumption** – Unfortunately, I have to make an assumption in this project as there is no demographics data available locality wise. To narrow down or eliminate localities, I will remove localities where minimum property rates are not above Rs.15000 per sq. ft. Reason being, the purchasing capacity can somewhat be judged by the real estate rates. In Mumbai, it is very dificult to live or own a property which is highly priced if the concern person is not well off and have good purchasing power.

**Advantage** – Fortunately, I know the ins and outs of Mumbai in detail – having been living for more than two decades there. The outcome of the model will give an idea how on the mark or vice-versa the model is.

**Target Audience** – Finally, the target audience is the company who is new on the block and has a mid-range car as a product to be sold in Mumbai. However, the model that will be prepared will be such that given a new set of criteria and little bit of tweaking in the script, we can prepare a customisable solution for another company as well.