

The Battle of Neighborhoods: Capstone Project

Opening a bakery in a convenient neighborhood in New York City

Introduction/Business Problem

Because New York City has been a major point of entry for immigrants in United States, is a metropolis with a large and ethnical diversity. With over 8.3 million people in 2019, and with a fast-growing population, it look like a good place to open a business. Considering that "bread" is part of many cultures, bakery is a good option to open a business. There are two approach that will be considered to open a bakery: In a business area or close to a residence area. The main reason to open in a business area is giving more emphasis to provide other businesses like restaurants, cafes, sandwich places, etc., and the main reason to open close to a residence are is to provide services directly to people. In this case, it will be considered to open a bakery close to a residence area.

Many questions come out when a new business is planned to be open in a place. Although not all necessaries questions will be answered for this case, question like following will be answered: What is the best borough and neighborhood? What is the place with more population, or with more density of persons? What is the place with the best Gross Domestic Product? Because when GDP is growing, especially if inflation is not a problem, is better for workers and businesses.