

Capstone Project – The battle of Neighborhoods (Part-1)

1.A description of the problem and a discussion of the background.

How to choose best location to start a Coffee Shop in Chicago?

Coffee shop is wide spread business in many Area but there are many points of difference in coffee shop business such as price and location. To achieve the goal we need to answer some questions as below

1.Coffee Shop Style : There only pure coffee menu or must have bakery also

- What in menu
- General Shop or Specialty store
- Service: Take away only or dine-in
- Atmosphere

2.Target customer

- Target customer is relate with the sell price and Shop style. You can segment them by Demographic, nationality , Life Style or Location where they live or work

3.Surroud competitor

- Who is our direct competitor in our area?

4.Point of Different

- there should have some good different point to make shop outstanding such as coffee beans from Thailand only one in Chicago