

1 . Introduction/Business Problem

1.1 Background

A restaurant is looking to expand its business by opening a new chain in New York City. The restaurant serves food that is of a variety of cuisines. This has led them to figure out the best location in which they can operate. The chain has to be close to Times Square or in the next to it. And to figure out how it will be received.

1.2 Problem

To solve the problem for this business we would use Foursquare in order to view the best location where the business could start operating and where most of the work force are and view each area and the number of restaurants that location has. Having the ability to figure out the suitability of the location the business will have a clear lead gap compared to business that may not use the same methods.

1.3 Interest

The interest for this would be the business that would like to open up in the City of New York. This is to satisfy its business plan and projections. Other business who have similar interests may also find it interesting.