

# Defining the Problem and the Proposed Solution

## Introduction/ Business Problem

Finding the right location to open a supplement store is crucial to the success of supplement store franchises looking to expand.

Many sports enthusiasts and gym goers from various ethnicities reside in New York. With a population north of 8 million, this is a prime city for business.

The right location to open up a supplement store would be one where sports enthusiasts and gym goers are more likely to be found.

## Data

Density of existing supplement shop densities have to be taken into consideration to avoid competition which would affect revenue.

We also require the locations of the following venues to clearly define the right location to open a supplement store:

- Athletics & Sports Venues,
- Baseball Fields,
- Basketball Courts,
- Boxing Gyms,
- Climbing Gyms,
- Cycle Studios,
- Gyms, Gym/Fitness Centers, Gym Pools,
- Soccer Fields,
- Sports clubs, Sporting Goods Shops
- Tennis courts.