

From the US to the UK Bakery

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Introduction

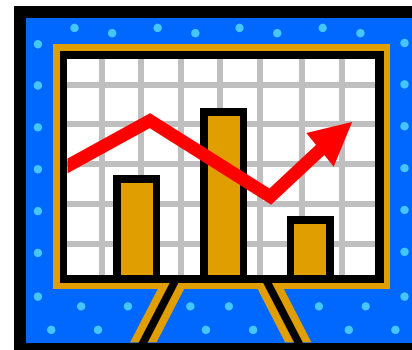
The client is a small bakery owner in the US that is moving to the UK and needs help on where is best for them to set up their business.

According to the ONS, the top 10 tourist visited cities in the UK are London, Edinburgh, Manchester, Birmingham, Glasgow, Liverpool, Bristol, Cambridge, Oxford and Brighton & Hove.

Top 5 Cities with highest survival rate are...

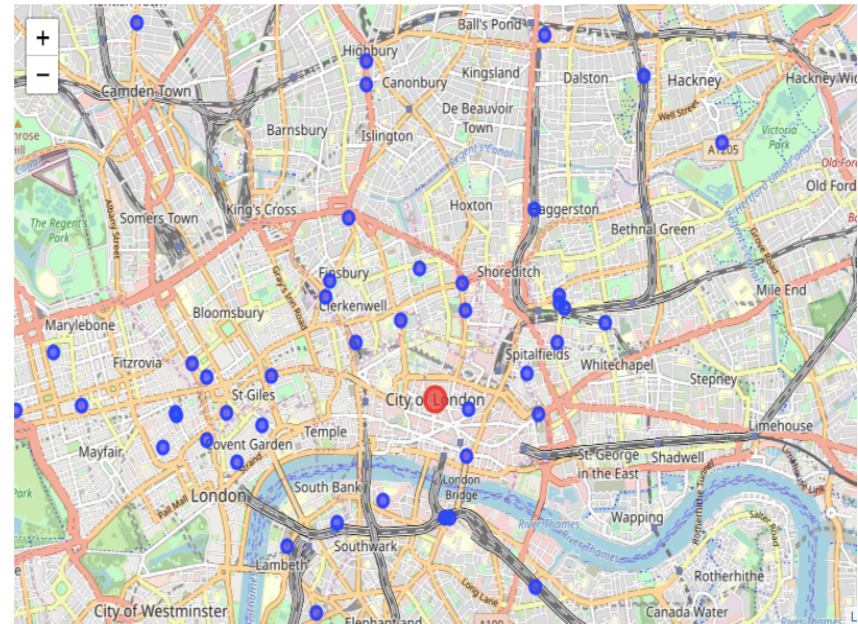
Authority	Survival Rate
City of London	22.42%
Birmingham	15.49%
Inner London	14.89%
Liverpool	13.60%
Glasgow City	13.44%

As there's 2 London areas in the table, we will only look at City of London, Birmingham, Liverpool and Glasgow.



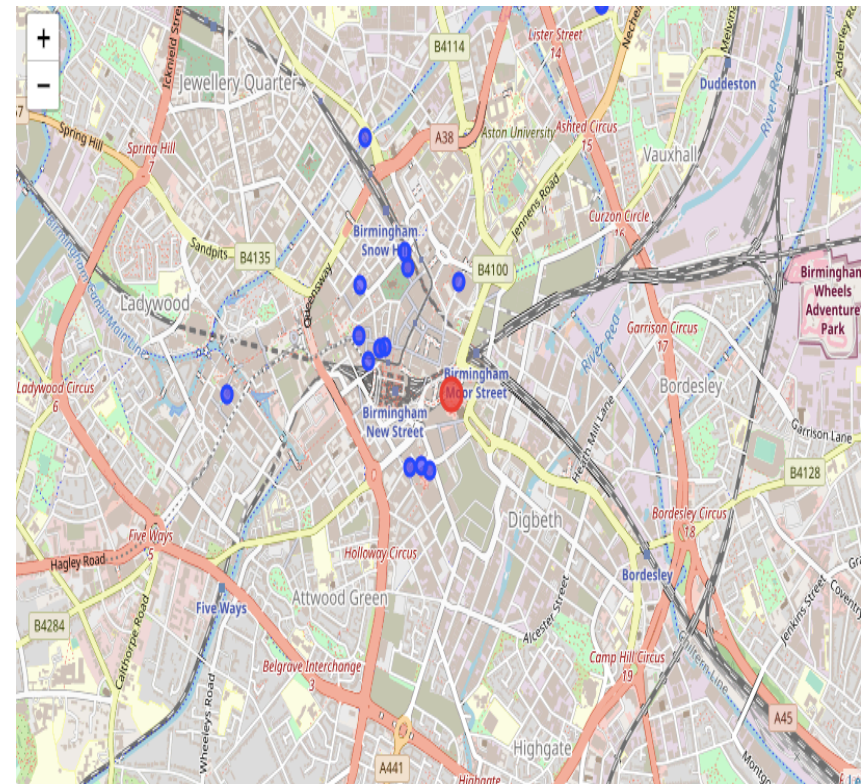
City of London

- Quite clustered areas so looked into Hoxton, Bethnal Green and King's Cross.
- Bakeries in this area are quite niche and highly rated so likely to be good for the client.
- Though...London is one of the most expensive cities in UK.



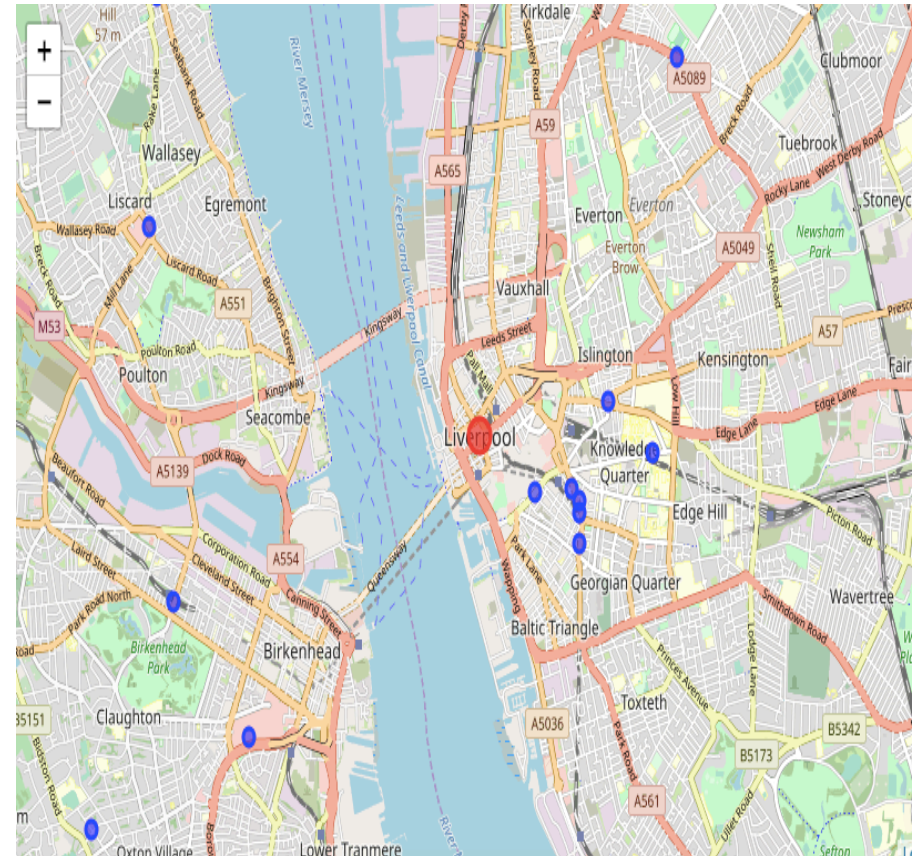
Birmingham

- Ladywood could be a good area but settled on being close to Aston University.
- Though potential fluctuations during academic year, the benefits highly outweigh the costs for this.



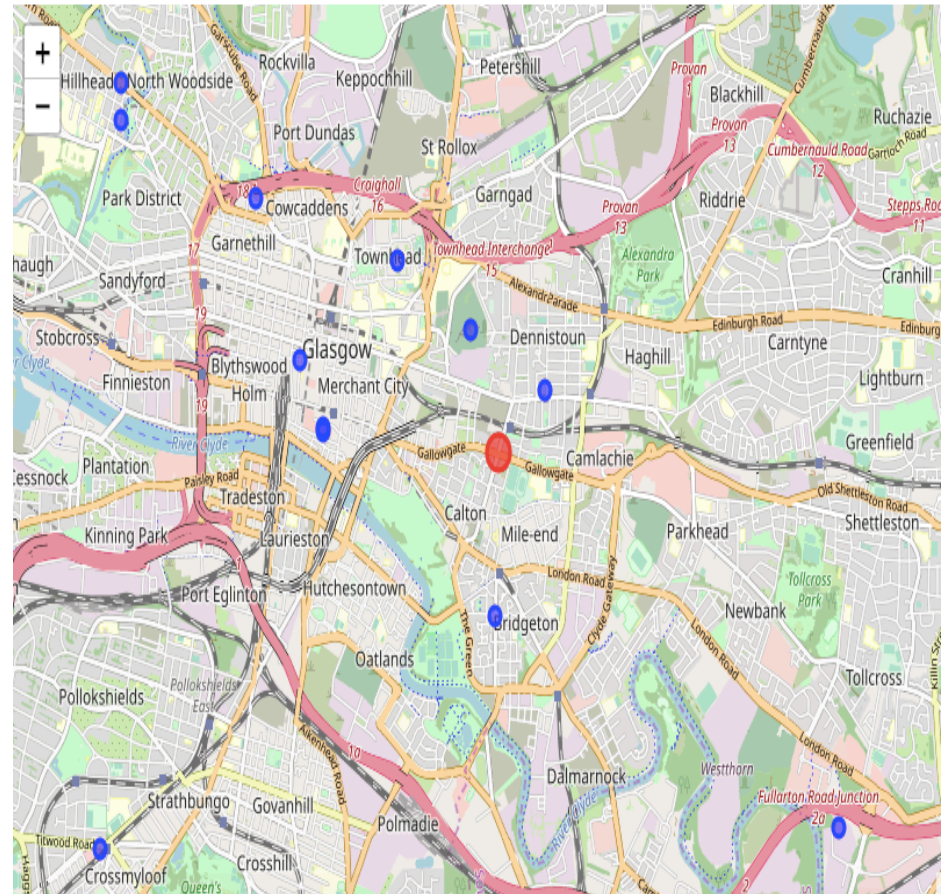
Liverpool

- Very sparse bakeries as mainly coffeeshops and café's in the various areas.
- Though, Islington doesn't seem too bad for a new bakery.



Glasgow

- It is sparsely populated with bakeries like Liverpool but there seems to be more diversity in the types of businesses that are in the areas.
- Two good areas with Glasgow, near the city are Garnethill and Townhead.



Conclusion

- Top 3 cities recommended for the client are:
 - City of London
 - Birmingham
 - Glasgow

