

# Capstone Project - The Battle of Neighborhoods – Week 1

## Forecast of the appropriate locations for a stationery company – Rio de Janeiro

### **1. Introduction & Business Problem**

#### **1.1. Background**

The city of Rio de Janeiro is one of the most popular in Brazil, where it has a large flow of people and, consequently, is a very important shopping center.

Despite being a good business opportunity in this location, there is also a lot of observation by space and clientele. Every analysis for an enterprise must have prior knowledge of the location, the movement of people in the locality and the enterprises similar to the chosen branch. This reduces the risk of failure and returns the profits paid to the investor.

#### **1.2. Problem**

This project refers to an evaluation of schools that are located around the Maracanã neighborhood, in the city of Rio de Janeiro. These locations will be chosen so that the concentration of schools is greater in number for investment in a stationery enterprise. Competition and opportunity will be taken into account, and we will find ideal locations for a stationery store, through the study that will be done. Specifically, this report will be directed to those interested in opening a stationery store near Maracanã, in Rio de Janeiro.

As main comments through factors such as:

- Proportion of schools by area;
- Number of stationery stores around these schools.