



RUDY M.

OPEN A CLIMBING GYM IN FRANCE

INTRODUCTION

The interest for this sport is growing quickly everywhere in France. We need to take advantage of it and find the best place to open this kind of business.

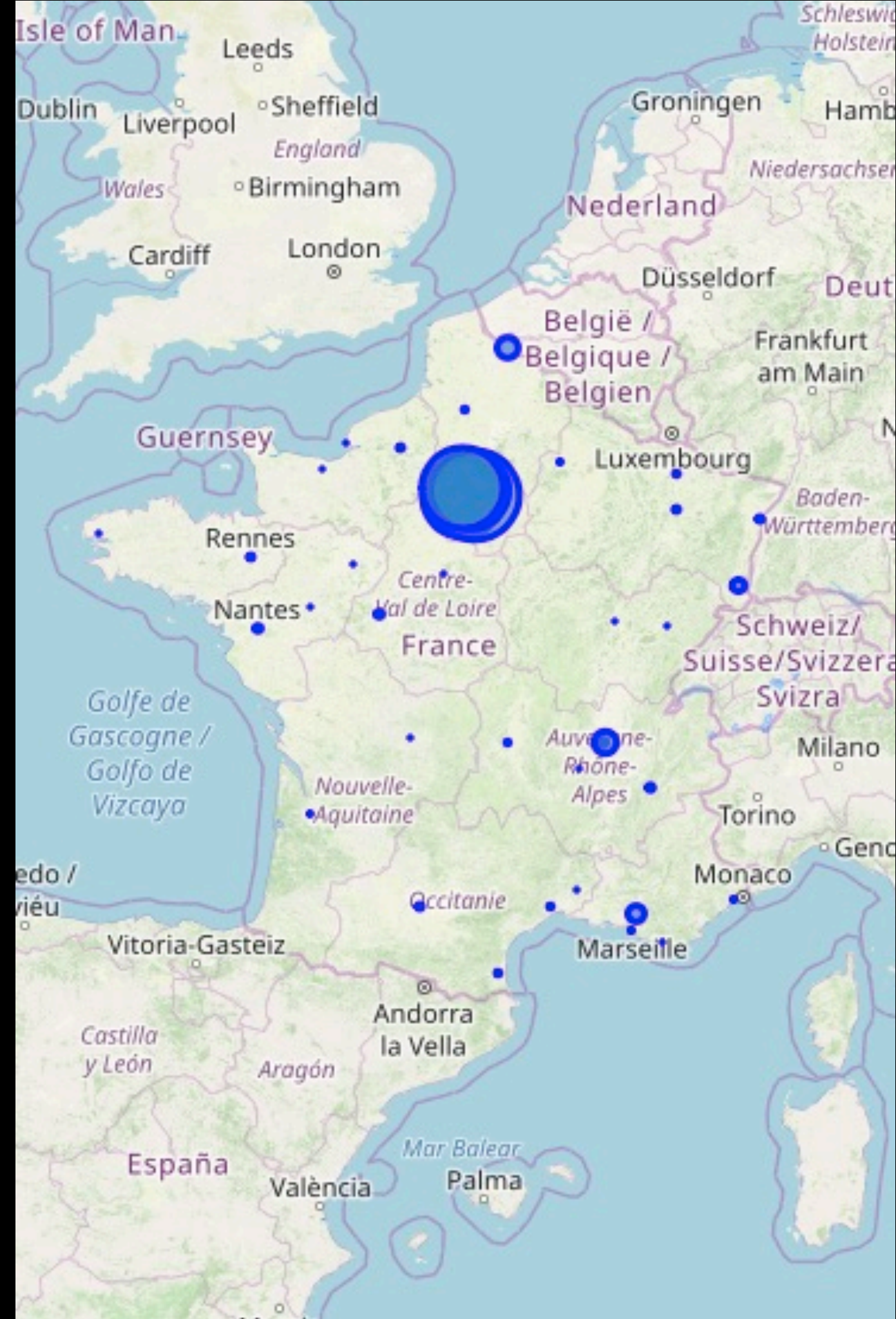


CLIMBING GYM IN FRANCE

THERE IS A MAP OF THE CLIMBING GYM DISTRIBUTION BETWEEN THE BIGGEST CITIES IN FRANCE.

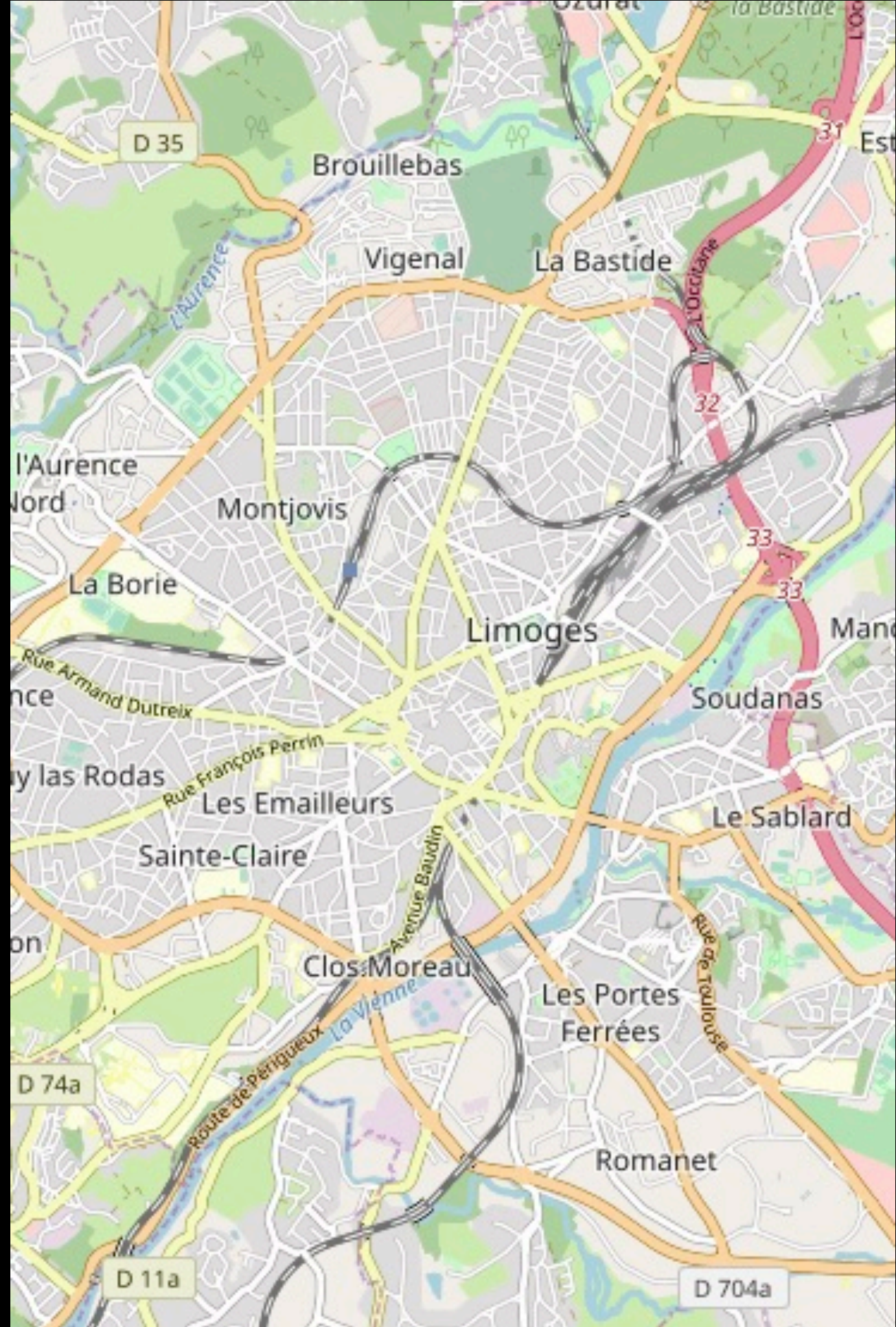
THE SIZE OF THE POINTS IS THE PROPORTION OF CLIMBING GYM BY INHABITANT IN THE CITY.

AS WE CAN SEE, SOME CITIES HAVE VERY FEW PLACES TO CLIMB. THAT'S A GOOD NEWS !



CLIMBING GYM IN LIMOGES

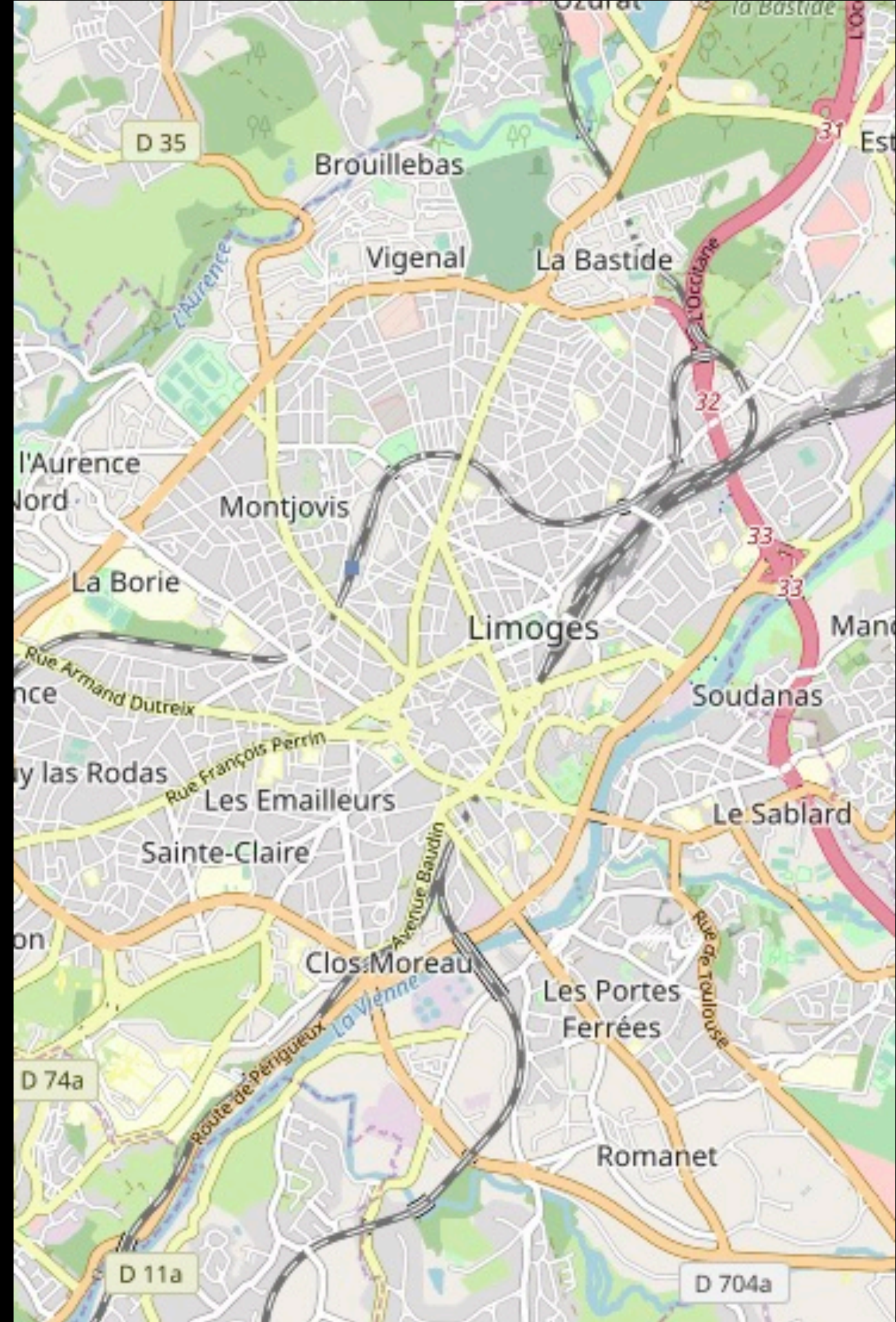
WE MUST CHOOSE A CITY WITH THE FEWEST CLIMBING PLACE BY INHABITANT. LIMOGES SEEMS TO BE THE BEST CITY ABOUT THAT BECAUSE THERE IS NO CLIMBING GYM IN AND THE POPULATION OF THE CITY IS THE BIGGEST.



WHERE IN LIMOGES ?

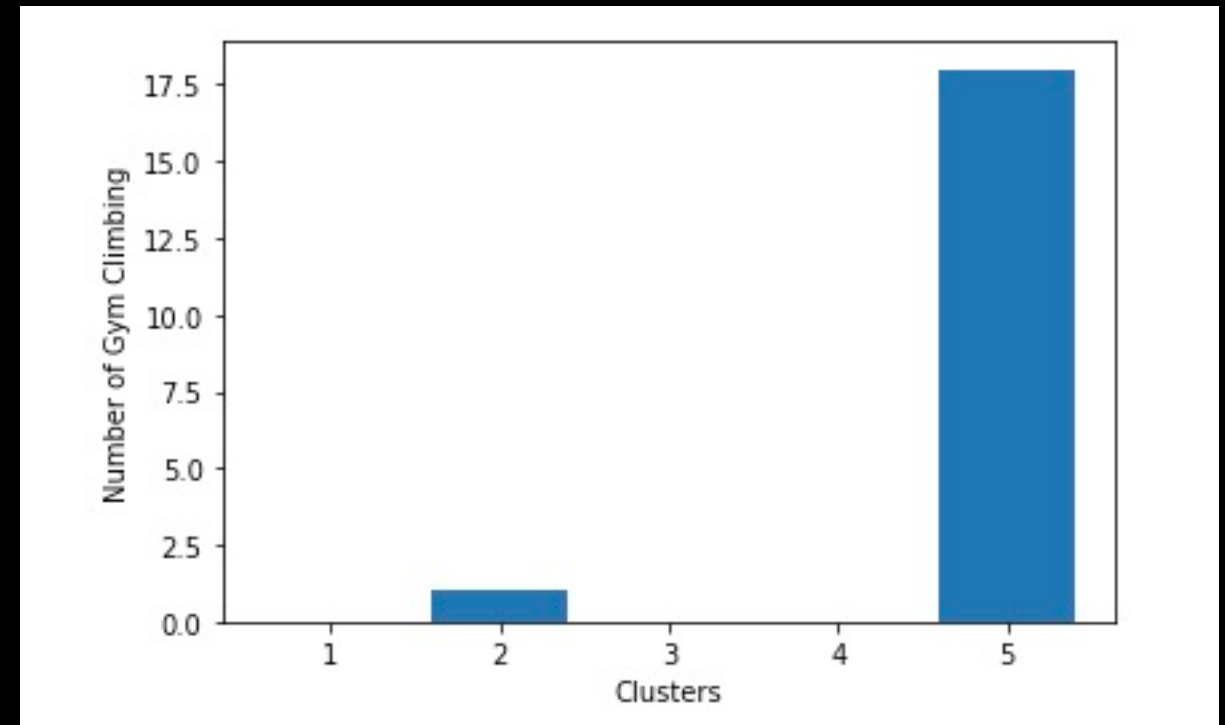
LIMOGES IS VAST AND WE NEED TO FIND THE BEST PLACE. THE FIRST STEP IS TO DIVIDE IT AND THE OTHER CITIES INTO NEIGHBORHOODS.

THEN I GROUP NEIGHBORHOODS INTO CLUSTER BASED ON THE KINDS OF ACTIVITIES AVAILABLE.



WHICH KIND OF NEIGHBORHOOD ?

AS WE CAN SEE, THERE IS A CLEAR
PREFERENCE OF THE CLUSTER 5 TO
PLACE CLIMBING GYM. SO WE MUST
PLACE OUR IN ONE OF THOSE
NEIGHBORHOOD !



HERE !

THERE ARE FOUR
NEIGHBORHOOD OF THE
CLUSTER 5 IN LIMOGES, SO WE
NEED TO FIND AN AREA FOR
SALE HERE.

