

Finding the ideal location for Maggie & Maggie's Beach Library and Bar

Introduction:

Two of my friends (we'll refer to them as Maggie and Maggie) want to set up a business on a beach that is both a bar and a library, allowing customers to unwind on the sand with a book and a drink. The main requirements are:

- The bar must be located on a beach, in the USA
- States Maggie and Maggie have told me they will not consider setting the business up in are California, Alabama, Iowa, Kansas, Montana or Nebraska

The business problem as a one-liner:

"Where is the best location to set up Maggie and Maggie's Beach Library and Bar?"

Other factors I need to consider:

- I am not native to the USA. Therefore, I will need to refer back to my stakeholders at regular points to ensure my data and recommendations reflect their local and cultural knowledge as best as reasonably possible.
- There are two different stakeholders. Therefore, they may have differences of opinion on factors they deem essential to have / avoid for the location. These differences are to be identified and resolved prior to undertaking of analysis.
- Setting up the type of business described is not something I have personally considered doing, so I will need to elicit full requirements from my stakeholders to remove any ambiguity / unfounded assumptions.
- Using Foursquare data is a requirement of the course assignment. My Foursquare Personal Account allows a limited number of calls per day. Therefore, I should take required steps to refine my Foursquare data requirements before making the Foursquare call.
- Data that could influence the final recommendation include:
 - **Climate:** Spending time at a beach is an activity done in pleasant weather conditions. Therefore, temperature and days of sunshine would be contributing factors to the suitability of the location.
 - **Demographics:** A local population sufficient to provide a customer base is essential, but large populations could also lead to problems including elevated crime rate, pollution and competition from similar businesses.
 - **State Law:** Due to the federal nature of US administration, different states may have different laws regarding tax rates, alcohol consumption in public places, protection of coastal environment, opening hours of businesses etc.
 - **Natural Disasters:** The East and Gulf coasts of the USA are at risk from Hurricanes, and the West coasts at risk from Earthquakes. These factors would have an influence on insurance costs.
- How much weight the stakeholders want to place in each of the factors that will contribute towards the final recommendation score (eg, is climate a greater factor than cost etc)

My questions for each of the stakeholders:

1. What is the budget you personally are willing to contribute towards starting the business?
2. Are there any locations specifically you have your heart set on?
3. How will the business operate during winter or poor weather?

4. Would you be willing to locate the business on a lakeshore, or must it be a coastline?
5. Please describe the types of customers you want to attract, and the types of customers you don't want to attract.
6. Describe the 'feel' you want the business to have, for yourself and the customer.
7. What range of books do you want your library to specialise in?
8. Would you be serving food? If so, what type of food?
9. What additional factors to you are essential to include for the business to be a success?
10. What additional factors do you feel must be avoided for the business to be a success?