**A LOCATION SEARCH FOR A NEW BOOKSHOOP TO BE LOCATED WITHIN THE NEIGBORHOOD OF EXISTING UNIVERISTIES IN MANHANTTAN BOROUGH, NEW YORK, UNITED STATES OF AMERICA (USA). A PROPOSAL TO THE ASSOCIATED PRESS UNION USA**

**BY**

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**Introduction/background**

A bookshop is proposed by the Associated Press Union (APU) of the United States of America (USA) that would be located in one of the counties in the city of New York. Preliminary survey shows that the reading culture in New York City is high and there is high demand for quality reading materials. New York is one of the 50 states in the United State of America (USA) with a strong economic base. A search from Wikipedia shows that there are 594,000 university students in New York city attending 110 universities and colleges, and this is the largest school district in the USA. A post by Laura (2021) shows top eight universities in New York, from which three universities namely New York university, City university and Columbia university of New York. Luckly, the main campus of these three universities is located in the Manhanttan and therefore the scope of this search is limited to Manhanttan Borough, New York state. Information from Catherine Curan from New York Post shows that New York is short of Bookstore and more independent owners are taking advantage of this opportunity.

**The problem**

With a large student population around the neighborhood of Manhanttan and Therefore, the need to understudy the kind of services offered by other existing bookshops and see how to improve on this for better service delivery. The first activity is to location of existing universities and examine the bookshops located within their neighborhood. Also map the existing campuses of this universities and their existing neighborhood of boroughs in which these campuses are located. New City university is one of the most populated universities with 25 different campuses located in the 5 boroughs of New York, but our search will be limited to the borough of Manhattan. To find a best location of the proposed bookshop, a location information of the universities campuses and neighborhood were obtained and mapped. A Jason file that contains information on the Manhanttan borough was also use to sort information on Manhanttan, and the neighborhoods were clustered.

**The desire of the client**

APU members expects the proposed bookshop to be located in the neighborhood of these three existing universities to serve both the student and the public. The essence of the bookshop is to promote the reading culture of the students and to provide quick assess to hardcopy textbooks at no shipping cost. The client desires that a location survey be conducted to evaluate activities around the neighborhood of the three universities and to proffer advice on possible good location venues for the bookshop.

**Conditions considered in the selection of suitable venue**

Condition considered and actions taken to satisfy the clients desire includes:

1. The proximity to existing bookshops within the neighborhood of these universities. These bookshops offer similar service, and is important to map their locations within the neighborhood, to avoid selecting location with large cluster of old bookshops and low student population.
2. Proximity of the neighborhood of Manhanttan to the different campuses of the three universities. This will entail a population and income information, and clustering of neighborhoods close to the university.
3. Population and income analysis of Manhattan using information obtained from Kaggle.
4. Location map plotting using Folium to show (1) The location of the different campuses with respect to existing bookshops, (2) The location of the different campuses with respect to the neighborhood, (3) Clustering of the neighborhood around the different campuses to indicated high dense areas.
5. Foursquare provide rich source of location information and will be used for location data sourcing. Data on population was also obtained from Kaggle for this purpose.

**How the bookshop will benefit the students and the public**

The bookshop will provide hardcopy books at no shipping cost to the students i.e the extra cost of buying online will be saved. Numerous printing companies are located in New York state, and it is important to leverage on this advantage and provide books to the students at the lowest possible cost. The presence of a bookshop will also discourage the sole dependence on online as only source of reading materials. Student will be encouraged to started building their personal libraries for the future. The bookshop service will also be offered to the public in an attractive quite screen that encourages participation.