

Capstone project: Battle of the neighborhoods

Recommendation of a new office location for food delivery industry in Seattle

I. Introduction

Food delivery industry is very competitive these days and the delivery time matters most for customers' satisfaction. Besides, food must be kept at a consistent temperature to stay fresh and tasty. Choosing the right location of the office or distribution center for efficiency and fast delivery of the food is crucial to this kind of business. It is a common pattern of a startup company in this industry to start from a small area, contact local popular restaurants and gradually increase the restaurant base in new areas. To get more food delivery orders and be more competitive, the new office or distribution center need to be close to most of the popular restaurants among the neighborhoods as much as it can

This purpose of this project is to find an area or neighborhood surrounded by most of popular restaurants. It would help the stakeholders of this project to make a better decision on choosing the location of the new office for food delivery industry in Seattle. The new office can enhance the efficiency of the delivery system and cut-down the operational time and costs to minimal.