

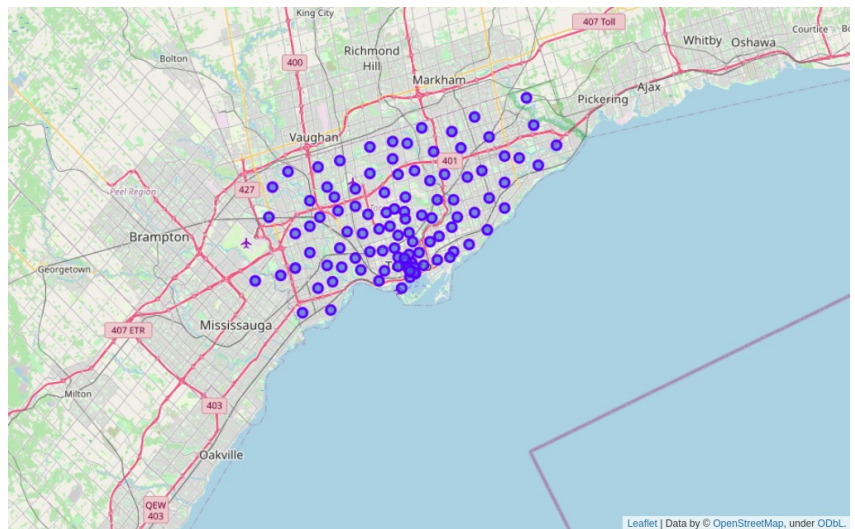
Capstone Project

Battle of the Neighborhoods

Introduction – Business Problem

Background of the Problem:

Toronto is the financial capital of Canada. Hence, it provides large business opportunities. This also means that the cost of doing business is substantially high. Any new business entering the retail market needs to be located strategically in order to maximize the return on investment. The retailer must be located in an area which can provide higher revenue with a lesser risk.



Problem Statement:

To find the most suitable neighborhood in Toronto for a grocery seller to set up a retail store, in order to maximize the return on investment by increasing revenue and minimizing the risk.