

Singapore Venues Cluster Analysis

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1. Introduction

a. Background

Singapore is a small country where the center of economic development in Southeast Asia happens, despite its limited land area. Urban Redevelopment Authority as a government agency that planned area zoning in all Singapore is rigid about how zoning area works. Therefore, the zoning area is relatively neatly arranged with a lot of raw data that publicly available on the internet.

b. Business Problem

An international private commercial developer want to expand their business to Singapore. Before they started to develop a new project, they want to do a comprehensive analysis on the property around Singapore and all the amenities that already available to support the development, while able to bring new unique amenities to those areas

Taking into account the type of facilities at which the development will be done, the intent is to find a characteristic on certain areas in order the development program to adapt with the surrounding facilities

c. Audience

While this project are addressed to the private developer, anyone who want to start a business within the Singapore could be benefitted from the analysis report that helped them to categorized what kind of business that common on the certain areas