Introduction:

The City of New York, is the most populous city in the United States. It is diverse and is the financial capital of USA. It is multicultural. It provides lot of business opportunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major centre for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theatre, fashion, and the arts in the United States. This also means that the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the Return on Investment will be reasonable.

Business Problem:

It's something in the water or at least that's what they'll have you believe. One of the oldest theories about New York City pizza is that the city's tap water is responsible for its superior taste. Pizza may have been invented in Italy, but it was perfected in New York City. Thus, my client would like to start his own legacy in the Pizza making business. Pizza places are unlimited in number in Manhattan but the demand is very high that the number of places is just not enough. Various factors need to be weighed in while choosing the best place to put up a pizza store.

The objective of this project will be to analyse and choose the best neighbourhood to start a pizza place in NYC and specifically in Manhattan.