



Finding Retail Store Optimal Locations in Tegucigalpa

Andres Dominguez



A thick orange vertical bar on the left side of the slide, with a horizontal extension at the top.

Identifying an optimal location for our store is of great importance

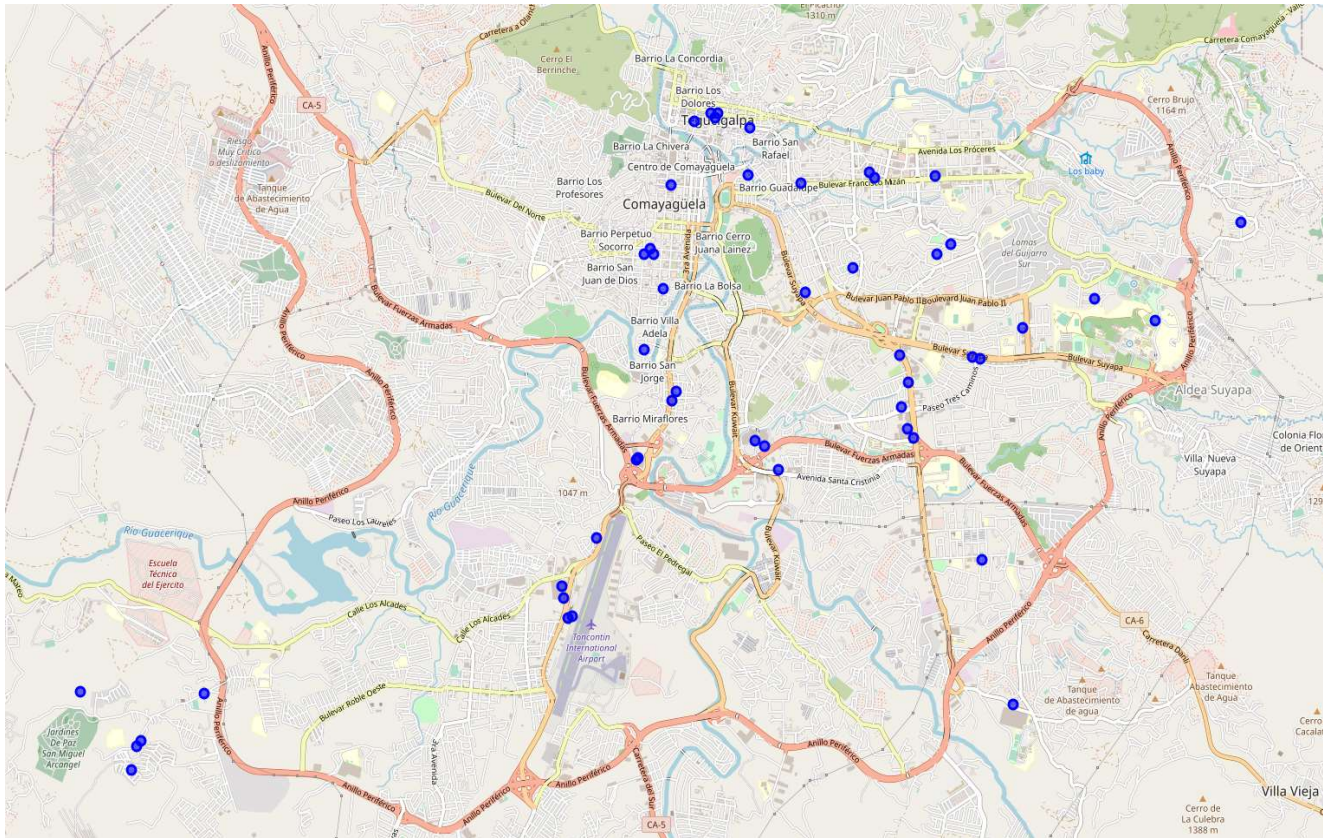
- One of the main concerns and blockers that we can anticipate is the location of our store since it has a major impact on its success and growth.
- Retail stores shut down or relocate because they don't have enough traffic where they start.
- Valued by stakeholders interested in opening a retail store in Tegucigalpa.

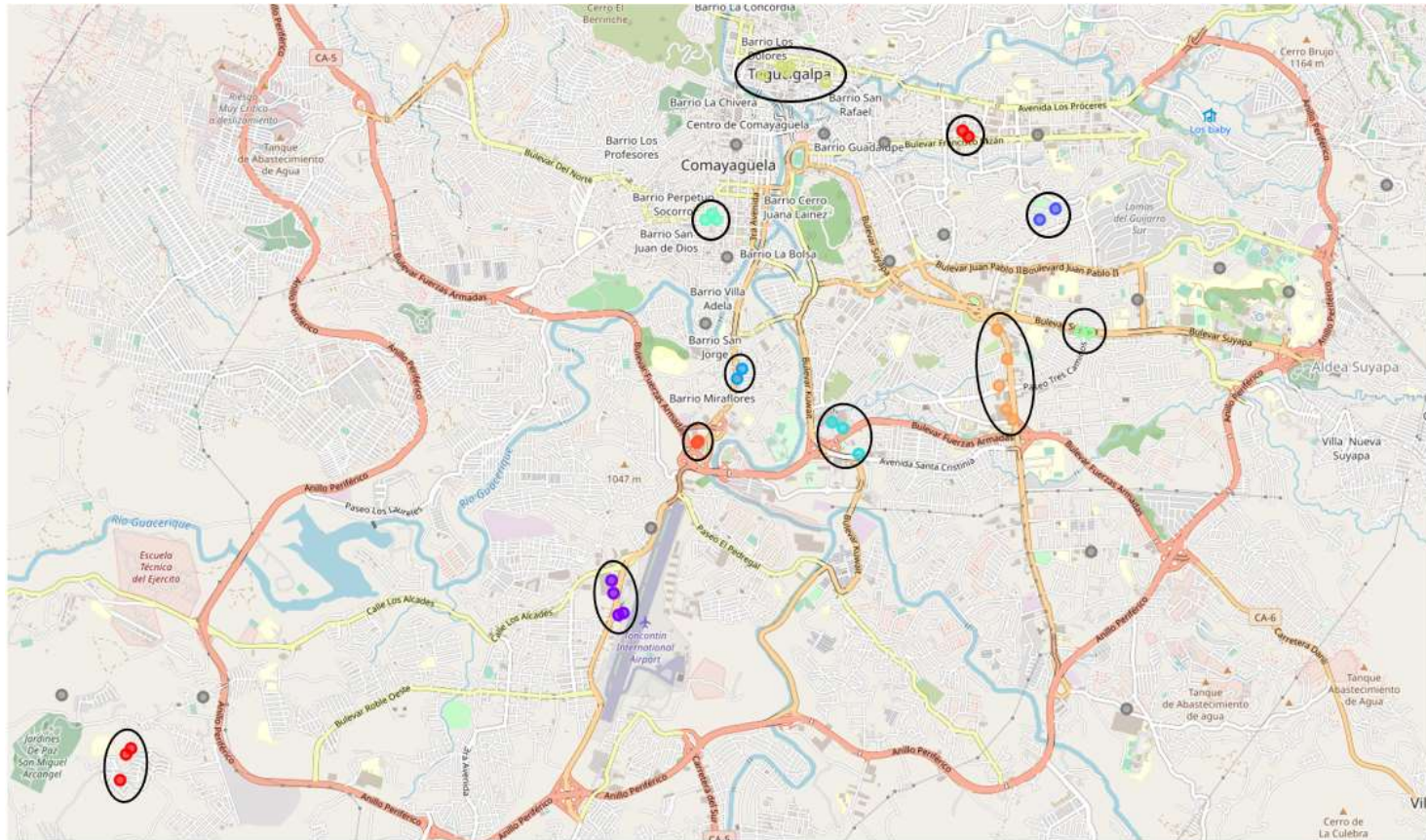


Data

- Similar neighbor stores, transportation, and parking venues obtained using Foursquare's location data.

Electronics retail store venue points







Results and Discussion

- Obtained eleven optimal locations to open a new electronics retail store.
- Highest concentrations found near Tegucigalpa's airport, Toncontin (showed in purple), between El Hogar and San Ignacio neighborhoods (showed in orange), and in the historic downtown of Tegucigalpa (showed in lime).
- Found different locations near the center and one location almost at the southwest border of the city.
- Pick a location that is somewhere close to the center for higher visibility. It should always be considered the best option. However, one reason to choose one that is far away from the center is because of personal factors.



Conclusion

- Successfully identified optimal locations in Tegucigalpa for a new electronics retail store to aid stakeholders to narrow down their search.
- In the end, the final decision will be made by stakeholders based on personal factors. If stakeholders will be working in their retail store, they might think about work-life balance issues such as the distance from the shop to home.