# Expansion of Melaleuca Retail Brand in NYC or Toronto

## Introduction/Business Problem

### Background

Melaleuca Inc. was founded In 1985, a multi-level marketing company that sells environmentally friendly nutritional supplements, cleaning supplies, and personal-care products, centered in Idaho Falls, Idaho, and Knoxville, Tennessee. Customers buy directly from Melaleuca's website or retail locations. The company has large international operations, and 25 percent of its revenue comes from Taiwan, Korea, Japan, Australia, New Zealand, and the United Kingdom.

Melaleuca wants to expand its business on a national and international level and because the company deals with health and wellness they wanted to open a retail store in one of the major metropolitan cities in North America. The cities that were chosen were New York or Toronto. This will be a huge breakthrough for them because the population density is high and there is great amount of awareness about health and Wellness in those areas. Executives want to open a store in such an area where they can be closer to their customers so that they can engage with customers more often and understand their needs. Considering in mind if this initiative goes well melaleuca plans on expanding their business in one of those cities and perhaps they would open a research center as well. Thus it is very critical for executives to understand the geographical location of those cities and pick up an appropriate location for their store.

### Problem

Data that might contribute to selecting the best neighborhood in one of those cities (New York or Toronto) might include demographic data. Zip code and location might give us a basis for understanding the potential of market also special settings concerning the location of other shops and businesses should be taken into account as well as retailers network analysis data will also help us find the solution to select the best location between the two. This project aims to predict which particular city and neighborhood inside the city will be the best location for the new store of melaleuca that will help the retailer grow the business in that better location and city.

### Interest

Obviously, Melaleuca Executives would be very interested in accurate prediction of best possible location and neighborhood in one of those cities for the competitive advantage and business value. Others such as investors and loyal customers to the brand will be very interested to know the expansion of the business and the planning and preparation behind it. The online digital data suggests that there is a lot of customers from New York and Toronto who are extremely brand loyal and buy their health and wellness products online, those customers will be extremely excited to know that physical store location opening in one of those areas.