

Battle of Neighborhoods

Finding the best Neighborhoods to open a Gymnasium in Hyderabad

1. Introduction:

1.A. Background:

We are in the year 2020, almost a new decade! And there is no denying that an increasing number of people are turning health conscious every year. Everyone dreams of having the perfect beach body- a ripped look or a muscular physique, and a lot of them are ready to put in work too! Exposure from social media and other digital platforms have opened new roads to information for people and a whole lot of them are sticking to healthy diets and striving to burn calories. Spending time at a gym and pumping iron has become something of a trend these days. So, everybody's looking for a gym! Healthcare clubs (or Gyms as people like to call it) have become a huge business. Look around, I bet you'll find a few in your own locality. Although this is a good thing for the public, it is a business hitch for the gym owners.

1.B Business Problem:

Now, we understand that competition is the wellspring of improvement but too much competition will only result in a loss for all parties. And the problem here is that too many Gyms in vicinity to each other causes loss in business and no scope for new gyms to open. So, this project focuses on finding the best possible locality for one to open a Gymnasium. This is done by comparing the neighborhoods and the number of gyms available in them. I have chosen Hyderabad as my city of application because I'm personally familiar with it. But do note this project can be applied to any city. By the end of this project we will find the localities that are most favorable for running a Gymnasium in Hyderabad.