

Introduction/Business Plan

The purpose of this report is to conduct an extensive study in the areas of interest of the city of London. London is one of the worlds most popular travel destinations and due to each multicultural variability has a variety of options and experiences to offer. The aim is to help tourists in the city of London choose the right destination for them, depending of the facilities each neighborhood of London has to offer. This can also help locals find out places they do not know about and also take decisions about moving to another neighborhood. Findings will help stakeholders make better decisions and address any concerns they have, based on information about the different kinds of cuisines, provision stores and facilities each place of the city has to offer.