Geographical Expansion Options for Coffee Shop Owners in Marlow

An investigation into local geographical expansion options for a coffee shop business in Marlow

Introduction

Background

Marlow is a thriving market town in Buckinghamshire. The main high street has a large number of coffee shops that service the town's population as well as weekend visitors.

Problem

Those coffee shops that are well established tend to be very busy to the extent that they have reached saturation point. Many are either unable to expand their premises because of planning constraints, unable to move to a larger property in Marlow due to a lack of supply or are unwilling to expand on the basis that it will damage the ambience of the coffee shop, which is perceived as an important qualifying factor for clientele.
This leaves expansion into local towns and villages as a viable avenue for exploration.

Interest

When approached, a number of the town's independent coffee shop owners were interested in an analysis exploring local towns to assess the viability of setting up an additional coffee shop there. The analysis would include the population of the candidate location together with the number of existing coffee shops to service that population to assess the depth of competition in place and the ratings of those incumbent shops to assess the quality of competition.

Data

Our data gathering process will use the following sources:
- Folium - We will select the nearest twenty towns and villages to Marlow using the Folium library.
- FourSquare - For each of the selected locations, we will collect two sets of data:
  - The number of coffee shops currently trading.
  - Ratings for each of those coffee shops.
- The Geographist website - We will retrieve population data for the selected towns from the Geographist. These population data were collated from the Office for National Statistics 2017 population estimates.