

Geographical Expansion Options for Coffee Shop Owners in Marlow, UK

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

Introduction

Marlow is a thriving market town in Buckinghamshire. The main high street has a large number of coffee shops that services the town's population as well as weekend visitors. When approached, a number of the town's independent coffee shop owners were interested in exploring local towns to assess the viability of setting up an additional coffee shop.

Data

This report will use the FourSquare