

Capstone Project – The Battle of Neighbourhood

One Stop Immigration Services by Smart Living Sydney

Background

Smart Living is an immigration consultant company in Sydney. Its main business is to provide services to clients overseas who wish to move to Australia for various reasons such as migration, education or works. It advises clients on immigration related issues and helps to prepare and lodge visa applications on behalf of the clients.

Expanding of Business Model

The company has often faced number of questions from the clients related to housing and schooling. Clients have often interested to find out information about the city in which they are planning to live. The company is currently looking at expanding its business model to include housing and schooling services. As majority of its clients are mainly applying to live in Sydney, it has decided to start launching its new services in this metropolitan city.

Problems Description

Over the years, the company has seen people from different parts of the world moving to Sydney for various reasons. In fact, Sydney is the most populous city in Australia. The city has welcomed many people from many different cultural backgrounds. As the results, businesses of different kinds have blossomed all over the metropolitan area. For example there are many different kinds of authentic restaurants opened across different suburbs of the city. Often certain suburbs are popular of certain types of cuisines for example Middle Eastern, South East Asian, Indian, Chinese, Japanese and Italian etc. Naturally, clients are interested in living in a suburb where they can easily access to the food they are familiar with. The company is interested to find out in general what restaurant types are popular in which parts of the metropolitan city.

For clients who move into the city with young children, they are certainly interested in schools for their children. Therefore, Smart Living will extend its services to include schooling advises and

applications. It wants to find out locations of primary and high schools in different suburbs of the city.

Another popular venue information the company is aiming to provide to the clients is grocery shopping. For example, clients from India will be interested in places where they easily can buy their Indian groceries.

Finally, one important factor of choosing where to live is proximity to public transport. Clients will be advised on convenience of taking public transport on different suburbs.

In short, we need to provide an overview of Sydney suburbs based the following information:

- Restaurants (of different cuisines)
- Schools (primary and secondary)
- Grocery Shops (of different countries e.g. Indian, Italian, Malaysian, Japanese etc.)
- Public transport (Train, bus and ferry)

Target Audience

Our target audience of this project is Smart Living Sydney Immigration Agent, the company is expanding the business to include housing advises to their clients.