

Capstone Project – Where To Start My Business

Introduction

To young freshmen who are new to workplace and society, instead of working in a firm and becoming an employee, many of them may choose to start their own businesses. Not only for young generations, after working for several firms or being an employee of a particular job position, there are many people who want to be entrepreneur, in order to take control on their career.

Business environment varies among different countries, to decide which country is suitable for this project, I simply take comparison of GDP as my beginning point. Data used will be explained in the next section. After comparison, it is decided to use my home country, China, as my target country and finish my plan.

By doing further analysis, in this project, I will show my result of where is the most suitable place to start a retail business (let's begin with a retail shop first).