1. Description of the Problem

This document outlines the process of selecting a location of a fast food franchise at Hibiscus and Bays area, Albany Ward, Auckland, New Zealand using Foursquare and other relevant location and demographic data.

2. Discussion of the Background

A businessman, who currently holds several fast food franchise all over Auckland would like to expand their portfolio by looking to invest in another franchise outlet at the Hibiscus and Bays area up North of Auckland where there is a recent and ongoing commercial and residential construction boom. There are several suburbs up Hibiscus Coast and Bays that have none of the fast food's outlet and the businessman hires an analyst to:

    a. Determine which one of those suburbs have enough of the fast food's target demographic to support a business case.
    b. Determine which areas in the suburb are allowed by the council to build a fast food outlet.
    c. Identify lease properties in the areas allowed by the council that are suitable for a franchise outlet.
    d. Select from among the franchise outlet is the most appropriate for a fast food outlet in terms of several criteria such as security and parking availability among others.
3. Description of the Data and How it will be used to Solve the Problem
    a. Demographics in SA2 Areas according to age

(http://statsnz.maps.arcgis.com/apps/MapSeries/index.html?appid=3fbdb156fd054beea5a62bdd2e596c6e)

Description: It shows the population per SA2 area according to age.

How will it be used to solve the problem: It will show how many of the target population according to age are at the vicinity of the proposed franchise outlet.

    b. Labour market statistics

(See https://www.stats.govt.nz/information-releases/labour-market-statistics-income-june-2019-quarter)

Description: It shows statistics about the labour market in NZ.

How will it be used to solve the problem: It will show the statistics about the salaries in NZ thereby indicating which income bracket are the target demographics of the fast food.

    c. Salary information per Auckland suburb

(http://nzdotstat.stats.govt.nz/wbos/Index.aspx)

Description: It shows the percentage of population per salary bracket.

How will it be used to solve the problem: It will show how many of the target population according to income are at the vicinity of the proposed franchise outlet.

d. Auckland Zoning Requirements
(https://unitaryplan.aucklandcouncil.govt.nz/Pages/Plan/Book.aspx?exhibit=AucklandUnitaryPlan_Print)

Description: This data provides the Auckland council zoning requirements.

How will it be used to solve the problem: It shows which areas are allowed for commercial business specifically for the fast food outlet. It eliminates areas that are do not comply with council requirements.

e. Foursquare Location Data

Description: This data provides the location information for the presence of police, groceries, parking etc.

How will it be used to solve the problem: It shows information on parking, police and groceries that are the criteria in selecting a specific location for the fast food outlet.