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.

1. 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:

* 1. Determine which one of those suburbs have enough of the fast food’s target demographic to support a business case.
  2. Determine which areas in the suburb are allowed by the council to build a fast food outlet.
  3. Identify lease properties in the areas allowed by the council that are suitable for a franchise outlet.
  4. 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.