

The Battle of Neighborhoods (Week 1) - PVR – Burger Shop - Anil Singh

Introduction/Business Problem

PVR Cinemas is a film entertainment company in India. PVR has a strong presence of movie theatres approx. 162 locations across 64 Indian cities.

In Mumbai they have presence in 9 Location. They are looking for opening Burger (Fast Food) Chain along with Movie theatre.

I have to suggest them which location will be cost effective to start Burger Shop out of 9 locations in Mumbai (INDIA).

- Juhu
- Mulund
- Goregaon
- Lower Parel
- Kurla
- Andheri
- Panvel
- Kandivali West
- Dombivli