**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