CAPSTONE PROJECT(PART 1)

ANALYZING THE DIFFERENT NEIGHBOURHOODS OF LONDON TO OPEN A SUPERMARKET

INTRODUCTION

London is considered to be one of the world's most important global cities and has been called the world's most powerful, most desirable, most influential, most visited, most expensive, sustainable, most investment-friendly, and most-popular-for-work city. It exerts a considerable impact upon the arts, commerce, education, entertainment, fashion, finance, healthcare, media, professional services, research and development, tourism and transportation. London ranks 26th out of 300 major cities for economic performance. It is one of the largest financial centres and has either the fifth- or the sixth-largest metropolitan area GDP. It is the most-visited city as measured by international arrivals and has the busiest city airport system as measured by passenger traffic. It is the leading investment destination, hosting more international retailers and ultra high-net-worth individuals than any other city.

London has a diverse range of people and cultures, and more than 300 languages are spoken in the region. Its estimated mid-2018 municipal population (corresponding to Greater London) was 8,908,081, the third most populous of any city in Europe and accounts for 13.4% of the UK population. London's urban area is the third most populous in Europe, after Moscow and Paris, with 9,787,426 inhabitants at the 2011 census. The London commuter belt is the second-most populous in Europe, after the Moscow Metropolitan Area, with 14,040,163 inhabitants in 2016.

BUSINESS PROBLEM

Analyse the different neighbourhoods of London and to find the areas which have the least number of supermarkets to establish a new one. Opening a new supermarket in areas where the present number of supermarkets is low reduces the competition between the supermarkets and increases the sales.