# Identifying Optimal Business Locations

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# Introduction/Business Problem

## Background

Location of customer-facing businesses are crucial to success. This is evident by companies investing several thousands of dollars in footfall studies before deciding to open a store in a specific location. While marketing research highlights that the strength of a retail brand might exceed the advantages provided by location,[[1]](#footnote-1) it is seldom disputed that a new business has a substantially better chance of survival if its initial location is well-chosen.

## Business Problem

Where should one build a new coffee bar, a sandwich shop or a restaurant? The goal of this project is two-fold: (1) to identify locations of already successful food retail establishments in the City of San Francisco and (2) to attempt to identify locations in the City of San Francisco that possess similar characteristics and may be promising targets in which to build such establishments. The results of this project will be of interest to new entrepreneurs in the food business as well as existing restaurant chains exploring new locations.

1. See, for example, Swoboda, Bernhard, et al. "The importance of retail brand equity and store accessibility for store loyalty in local competition." Journal of Retailing and Consumer Services 20.3 (2013): 251-262. [↑](#footnote-ref-1)