

Battle of the Neighborhoods - Introduction

Client/Stake Holders: ACME Co. is an international precious stones and metals investment firm which has jewelry stores in various countries selling jewelries from low grade to the highest of unique gems.

Overall Business Goal: Due to improved economic conditions, ACME Co. has decided to establish one or two jewelry stores providing not only highest quality and grade of jewelries but also provide services such as creating custom jewelry dependent on high net-worth clients' requirements.

Detailed Business Goal: Los Angeles county is culturally diverse, close to international shipping routs (Long Beach shipyards), center for most famous fashion industries and large number of high net worth individuals. Due to the facts above, ACME has decided to open high-end jewelry stores in Los Angeles county. Because of this they need to find the best LA city/cities to open one or two exclusive jewelry stores. This would also provide an opportunity for ACME Co. to introduce and build a brand for itself among the high net-worth communities.