

# Hopper's BBQ and Company Inc. Expansion Project

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## Introduction

Hopper's BBQ and Company Inc. has been in operation for over 15 years and located in beautiful Austin's downtown premiere district. With a line of at-home BBQ sauces and huge catering to-go options, it has made them a key attraction to eat and visit in Austin.

Hopper's BBQ and Company Inc. has won best BBQ in Texas, two years in a row 2017 and 2018. They also won best BBQ sauce in 2018 and 2019. The website offers the opportunity to purchase sauces and ship to anywhere in the country. Last year's gross earnings were 1.2 million in revenue.

## Business Problem

Hopper's BBQ and Company Inc. is looking to expand and open another location in Texas. They have narrowed it down to two possible cities, Waco or Corpus Christi.

Each location has its pros and cons. Waco is in the middle of the state, on the way to Dallas from Austin. Corpus Christi is located near the beach which gets thousands of visitors every day in the warmer months.

The main decision factor will be based on the location's proximity to freeways, and on the number of other BBQ restaurants in the area.

Even though Hopper's BBQ and Company Inc. has had great success in a downtown location, they are open to new ideas and any recommendations on further expansion opportunities.

## Data Collection Methods

Foursquare API is a database with 105 million type of places stored (restaurants, schools, grocery stores, etc.) that can be used to show all the locations within a designated area using latitude and longitude of an address or city.

Foursquare API will be used to determine if there are any other BBQ restaurants within 500 meters of the address provided in each city.

With further analysis, I will be using Tourism Research and Statistics to obtain information on tourism totality, and economic growth in each city. Information will be used as a decision factor on which location would be the best fit for the needs of Hopper's BBQ and Company Inc.

## Methodology/Results

Waco – “508 Franklin Avenue, Waco, TX”

Latitude = 31.555734857142856

Longitude = -97.13097791836735

Using the Foursquare API, I used the latitude and longitude to find “BBQ” restaurants within a 500-meter radius.

“Honky Tonk Kid BBQ” was the only location provided. After further exploration of the venue, it has not been rated by customers. There is one comment that says, “Tasty brisket, tender pork, delicious ribs...”.

Using the Foursquare API again, I wanted to make sure there was no other “BBQ” restaurants in the area.

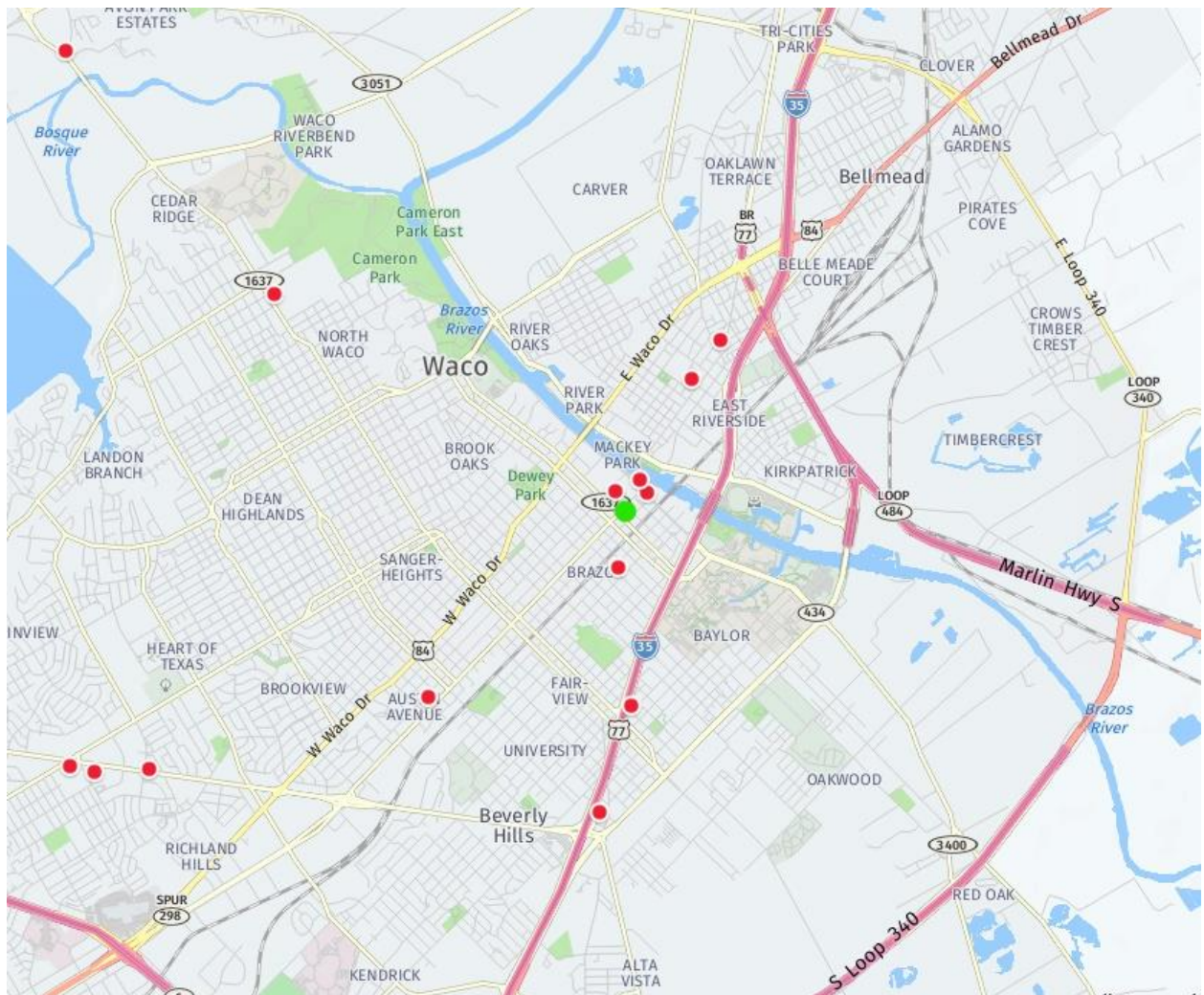
This time for the Foursquare API, I used the latitude and longitude to find “barbeque” restaurants within a 500-meter radius.

“Guess Family Barbeque” was the only location provided. After further exploration of the venue, it

has not been rated by customers. There is one comment "So amazing, try the cheese grits!"

Below is a map of Waco. The green dot indicates the address of the potential location. As you can see there are 3 locations within the area.

### Map of Waco



Courtesy of Yahoo Maps

Corpus Christi – "620 Old Robstown Rd, Corpus Christi, TX"

Latitude = 27.79598805516865

Longitude = -97.4299240754927

Using the Foursquare API, I used the latitude and longitude to find "BBQ" restaurants within a 500-meter radius.

No locations were found in the area.

Using the Foursquare API again, I wanted to make sure there was no other "BBQ" restaurants in the area.

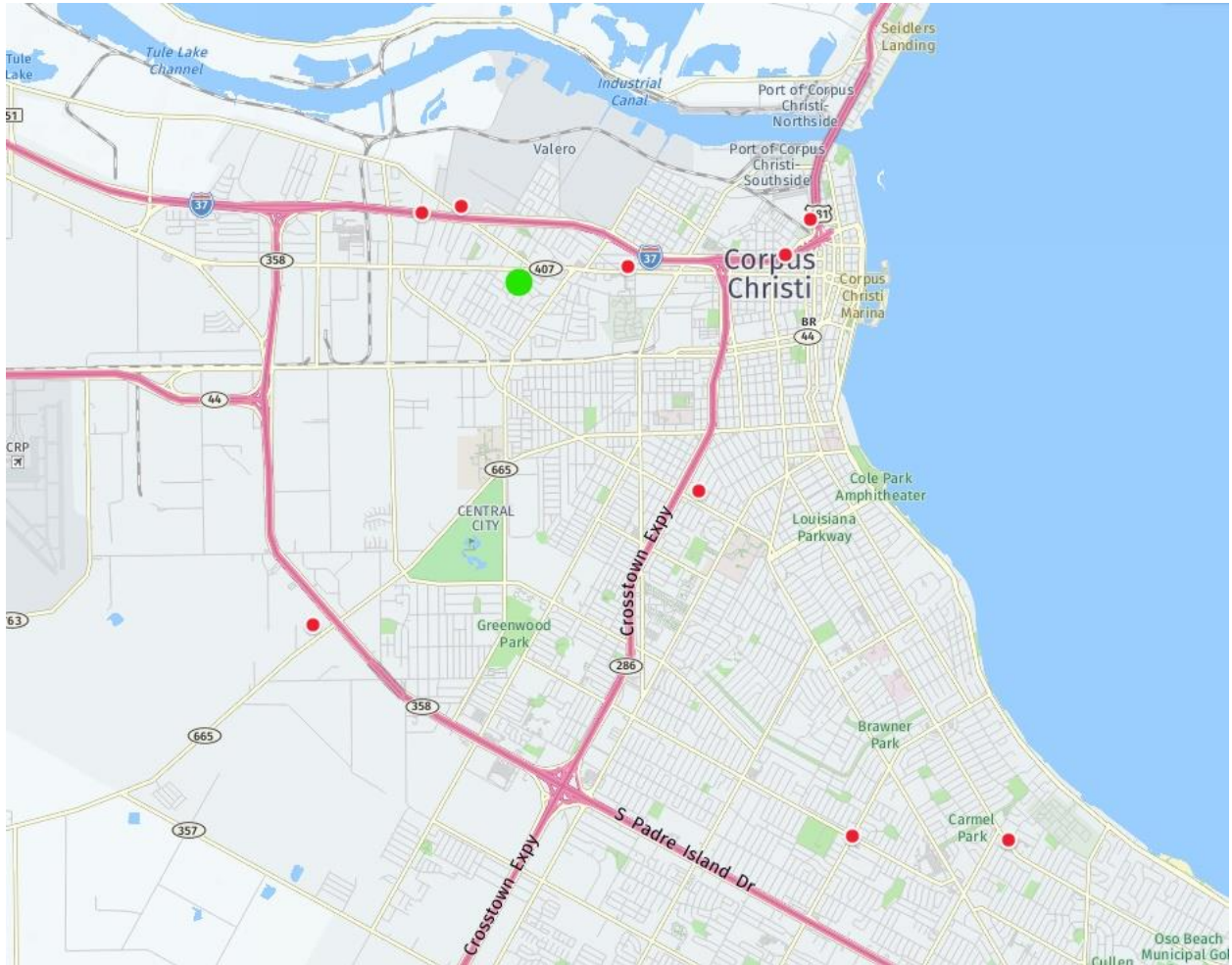
This time for the Foursquare API, I used the latitude and longitude to find "barbeque" restaurants within a 500-meter radius.

No locations were found in the local area.

Below is a map of Corpus Christi. The green dot indicates the address of the potential location. Even though it is not located directly next to the freeway, there are no locations available within 500 meters.

Thus, making Corpus Christi a better location to open a second restaurant.

## Map of Corpus Christi



Courtesy of Yahoo Maps



## Discussions and Observations

Waco is in a great location off I-35 for those traveling to and from Austin to Dallas. 2018 was a successful economic year for the city. The city had more than 2.7 million tourists visited Waco in 2018, (which is four times as many as they saw in 2014). November 2018 was Waco's 81st consecutive month of economic growth.

Corpus Christi is located off I-37 near the Corpus Christi Bay in the Gulf of Mexico. Corpus Christi is the sixth most visited tourist destination in Texas. 8.1 million tourists visit each year, especially during the warmer months. Tourism is the backbone of the Corpus Christi economy, with solid growth in the past two years.



## Conclusion

Both locations have pros and cons that can be looked at a few different ways. Each have economic growth the past few years, and each location is near downtown locations as requested.

To base the decision on the best location comes down to two factors. The first is number of visitors each year, and the second is economic growth impacts.

Waco only gets 2.7 million visitors a year. That does not include people traveling to other destinations though. I-35 is the most traveled freeway in Texas. Waco had 81 consecutive months of economic growth in 2018. The downside to that is there are 3 other locations within a mile distance of the potential location in Waco.

Corpus Christi on the other hand gets 8.1 million visitors per year. Even though the potential location is located further away from the freeway, the nearest "BBQ" restaurant is 2.7 miles away. This makes Corpus Christi the better location to expand Hopper's BBQ and Company Inc.