

Capstone Project - The Battle of Neighborhoods

Attracting new investments with the establishment of a new center of El Corte Inglés in Huelva

Introduction/ Business Problem

El Corte Inglés is a Group that operates in sectors like commerce and distribution, insurance, travel, information technology and it has consolidated the leadership of its department stores in an increasingly demanding and competitive market.

This area (department stores) also generated benefit in the place where it is settled. Establish a center of El Corte Inglés use to attracts other kinds of business and use to revitalize this area of the city

In our project, we have a location for a new center in Huelva. In order to get more attractive our establishment, to new investors or town government, we are going to find out which kind of business would get successful with the establishment of a center of El Corte Inglés.