

# What is the best Tucson neighborhood for Embassy Tire to expand to next?

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## Introduction

Embassy Tire & Wheel Company is a growing, family-owned business in the Tucson Metro Area. Starting from a single location in 2004, it is now expanding to a third location set to open in the summer of 2019. The positioning of the three current locations provide a decent range of coverage of the region. As a growing business, they most certainly aren't planned to settle on just three locations. After the third location opens and business starts to pick up, the company is sure to look to expand once again. But where to?

The report seeks to answer the question of "given the population and tire shop distribution of the Tucson Metro Area, where would be the best neighborhood(s) to look to expand into?"