

Capstone Project - The Battle of Neighborhoods

Introduction/Business Problem:

How to choose the Best Location to start a tutoring point in Toronto's York, North York, East York!

Opening a tutoring point is all about location, location, location. However, not every tutoring point is suitable for every location, and vice versa. It comes down to a combination of tutoring point style, target audience, your competitors. If you can define your tutoring point type and identify your target demographic and its most populated areas, you'll be well on your way to choosing a tutoring point location that sets your business up for success. There's a lot of work, planning and preparation that goes into opening a tutoring point. Here are a few tips on how to open a tutoring point in Toronto and some steps you'll need to take in order to achieve your goal.

The first thing you need to decide is what tutoring point you want to open and the students it will hold. Having this set in stone will make the other steps a lot easier. To make things a little easier, here are three categories you need to consider:

Location and Premises:

There are many factors that will contribute to where you decide your premises to be. It can be challenging to find a venue that will factor in all of your conditions, so it is likely you will have to compromise on a few things. However, here are the main factors you should consider when finding premises for your new tutoring point:

- Location: How accessible is the location to students? Are there many competitors nearby?
- Building type: What type of building would you like your tutoring point to be in?
- Target market: Make sure it is in an area where your target market is also.
- Cost: Your ideal location may prove to be a little costly. Make sure that there is a realistic price point.

Your Target Students:

In order to open a tutoring point in Toronto, you need to be familiar with exactly who you are aiming to bring into your venue. Are you targeting audience from Indian, Pakistani, Bangladeshi and Chinese origin? You need to also be aware of the age group, the location, the amount of money they are willing to spend. Subjects they are interested in.

Who are your competitors?

As well as familiarising yourself with your audience, you must do so with your competitors. Look at similar businesses in your area and well-renowned tutoring points of the same category. Consider the ways in which they market themselves and the service they provide. What works and what doesn't? You'll need to be able to compete with these establishments, so take on board what they're already doing and better it.

