1. Introduction

Background

Nowadays, more and more young people, as well as many other various groups of citizens, are indulging themselves in bubble tea. Bubble tea has become so popular a drink that may surpass other beverages like coffee or tea. In central Singapore, there are many bubble tea shops. For instance, Yi Dian Dian is a renowned local brand, and Hey Tea is a Chinese brand which gains its fame swiftly in the past few months.

More and more bubble tea stores are being constructed in Singapore. However, there are many problems which should be considered when opening one. To determine the location is a vital part of running a bubble tea shop.

Business problems

This project is designed to tackle with two business problems.

Firstly, it helps investors to choose the suitable location in central Singapore to start a bubble tea shop where they can gain more profit.

Secondly, it further helps citizens to choose the residential area by giving one more criterion: are there any bubble tea shops nearby my residence? As for business, it also gives light to real estate companies. For example, they may choose to build more facilities catering for young people where there are some bubble tea shops nearby.

Targeted audience

As mentioned above, the project mainly serves two business problems, which concerns potential bubble tea runners, consumers and real estate companies.

Investors may use this to determine where to build the bubble tea shop in central Singapore according to the density of bubble tea shops around one particular PA. For citizens, they may use this to check whether there are bubble shops nearby the neighbourhoods. For real estate companies, they can utilize the growing trend of bubble tea consumption and opening of shops to decide which kind of facilities to build within the PA.