**Introduction**

The City of New York is the most populous city in the United States. It is diverse and is the financial capital of USA. It provides lot of business opportunities with lot of income sources through profits. It has got so many different kinds of businesses into the market. It is a economical hub of business and commerce. The city is a major center for banking and finance, markets, world trade, transport, tourism, culture, living, theater, cocerts, **gymnasiums** and the arts in the United States. This vast market is highly competitive for new comers. As it is highly costly environment the ease of business is also costly. Thus, any new business needs to be check and take proper descions. The data derived from analysis will give good vision for the future business development which helps in reduction of risk. And the Return on Investment will be reasonable.

**Business problem**

The City of New York has a numerous population and much part of the population’s combination of teenagers and middle aged people. With the increase in health problems due to lack of fitness people are interested of joining in gyms and develop physical fitness. So by this people need a good well equipped gym in the city. This is a good start of any new comer to introduce to the market, so we have to find out a suitable lace for the gym.

**To Find a suitable location**

To be a business successful ,we have to find a best place to start and establish a gym the place where the environment is so nice to people come out of the traffic noises and increase their fitness levels so the place should get in this condition and it should be a proper safety place in the city

**Target Audience:**

My Client wants to open his business in NewYork , so I only focus on that borough during my analysis. The main aim is to find and suggest to the management which neighborhood of Newyork city will be best option for the gym.