

The Battle of Neighborhoods

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Business Problem Statement

An entrepreneur wants to open one business setup in an appropriate area in Mumbai city, India. He has some specific type of business in mind. He has not been able finalized business type yet. Also he is not sure about which area would be suitable for setting his business.

Description

- Mumbai is one of the biggest city of India where population is so high. There are lot of business scopes present in the city. On the other hand the market is competitive enough.
- For better sustainability of the business, selection of proper business location is crucial. One can not simply open his setup anywhere in the city, which might lead to severe business loss.
- If there is a business idea in mind, it is important to know whether that type of business is suitable or falls under an usual trend in the region.