

Capstone Project[Coursera]-The Battle Of Neighbourhoods

Opening An Indian Sweet Shop In United States Of America-

1. Introduction/Business Problem-

Ramesh lives in USA and belongs to India, wants to open a Indian Sweet shop in USA. The main problem is that where he should establish his shop in order to earn good amount of profit.

Which city and locality would be best for him to open a Sweet shop. Location depends on many factors, Example- Income per person, Population and density of the city, Nature and Interest of the people, How much Indians lives there.

- Population density of a locality
- Per Capital Income
- Population of each location
- Venues in each locality
- Tourism in city

Venues that he may be interested in are-

- Landmarks
- School
- Event place
- Residence
- Station and Airport
- College and Universities
- Residential Area