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UP-AND-COMING LOCATIONS IN MAKATI CITY, PHILIPPINES

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Executive Summary

- Makati City = Opportunities + Risks for the prospective entrepreneur
- Based on existing Foursquare data, initial venue exploration in Makati City may be most strategic in the following locations:
 - *Jupiter St, away from Epifanio Delos Santos Avenue (EDSA)*
 - *Gas station along EDSA, outside Dasmarinas Village*
 - *Residential area just north of Kalayaan Ave*

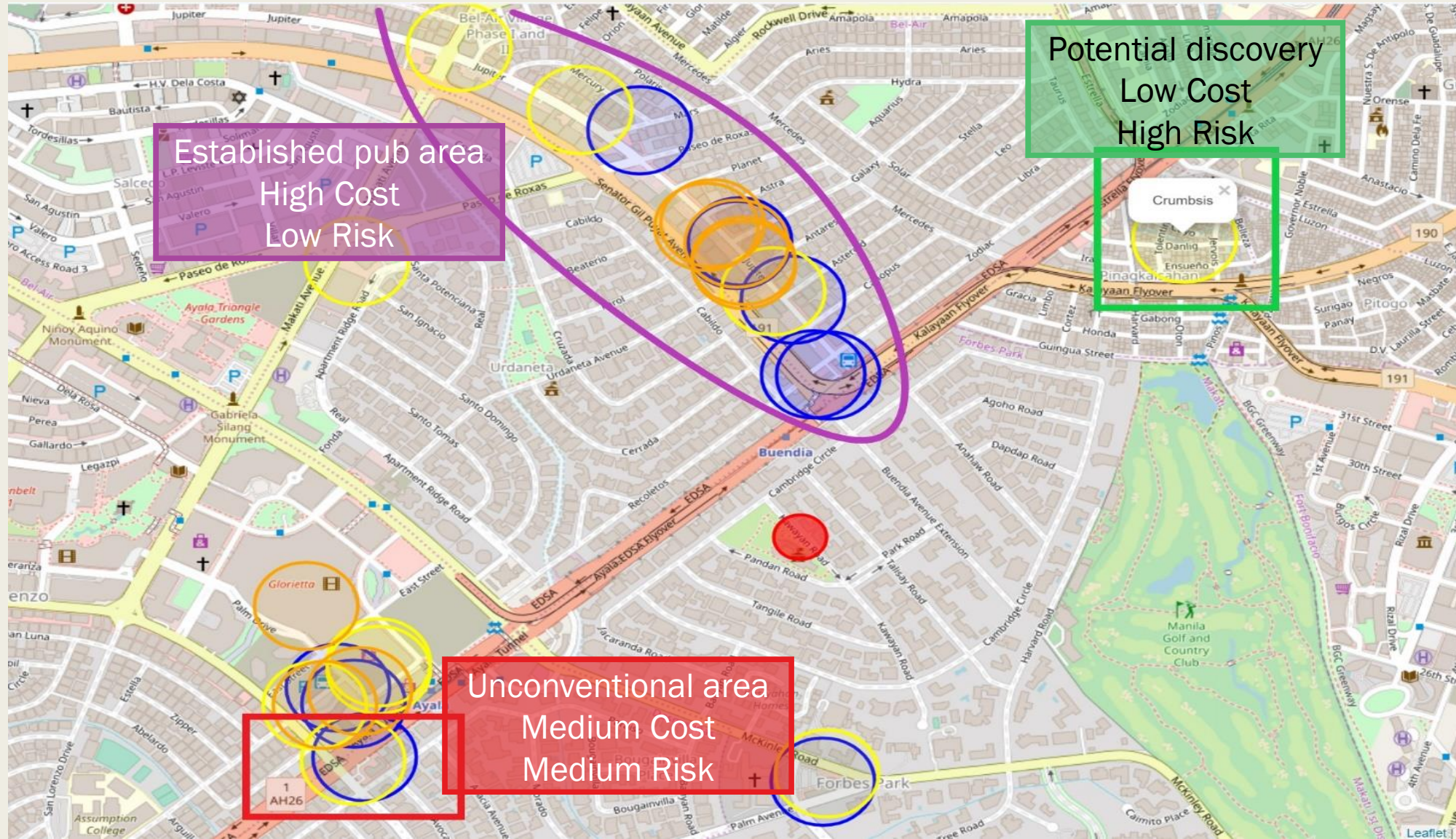
Background & Objectives

- Makati City is very densely populated (24,000 people / km²)
- Analysis assumes that new establishments adjacent to popular ones will enjoy high foot traffic & patronage, thanks to popular neighbors
- Objective: find up-and-coming locations = prospective locations for new businesses to enjoy the 'neighbor effect'
- Foursquare data used to map locations and areas of effect of currently popular establishments

Methodology

1. Define boundary points (e.g. geometric center of Makati, bounds of Glorietta mall which will be excluded)
2. Query Foursquare for recommended venues with this criteria
3. Clean resulting Foursquare data
4. Overlay remaining data with a city map of Makati
5. Identify locations outside of conventional business addresses for restaurants, bars, and cafes

Results & Discussion



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1. Glorietta Mall was intentionally excluded; recommending to place a new business inside a shopping mall provides no new insights
2. Study had limitations:
 - a) *Did not consider price points or market segmentation (requires paid access to Foursquare API)*
 - b) *Current lease prices not validated (data not available online)*
3. Intent was to provide a data-driven starting point for prospective entrepreneurs; analysis may be replicated with more nuance to competing brands or niche consumers