Business problem:

This business problem is set in our locality of Washington County in rural Pennsylvania. Since last few years a progressive County executive has succeeded in making the county attractive to investments through business-friendly policies. As a result, we are currently seeing people originally from the county who had immigrated to metropolitan places in search of employment return to establish businesses here. Roger Goodrich is such an entrepreneur that left the county 15 years ago to finish his culinary training and has been working as a chef in nearby metropolis of Pittsburgh. Now, after saving up capital he is looking to open a restaurant in the county. His question for us is to decide type of restaurant and the location that would assure him the best return on investment. He wants to create food of a type that people are already acquainted with so that he is not trying to create a novel culinary demand in a rural community which has been fairly constrained in its choices. Secondly, he wants to be situated at a hub for business where lots of shopping took place. As an experienced chef he knows that people like to eat after or before they shop. Thirdly, he recognizes the fact that people "go out" to eat at places that offer maximum choices in types of restaurants; that way they have something of interest available if they change minds. We presumed that a choice location couldn't be gauged just on the absence of competitors per capita because people mostly flock to food courts where everyone else is visiting. They also generally avoid standalone places in the middle of nowhere. The strategy would be to stay within the competition and try to best it by providing something unique. Something with which people were already acquainted with but just could not find enough around because of lack of choices in the locality. Hence, the goal for solving the problem seems to lie in finding places where both food and shopping options are most clustered. Subsequently, to find out which food choices are lacking in such a cluster; a kind of choice which exists in the county but not enough in the chosen cluster.