Our team has been tasked with analyzing the probability of longevity and profitability of new businesses and restaurants for Swire Coca-Cola in order to assist in the development of pricing structures and terms of funding offered to the new business. Determining these factors will be critical for Swire for numerous reasons, including ensuring that the pricing offered allows for an attractive gross margin on products sold as well as an attractive return on investment (ROI) for the business as a whole, which are the metrics that will measure success of our project. Offering attractive pricing to businesses that have a higher chance of success will also increase customer loyalty, resulting in increased purchases and more attractive profit for the entire relationship.

We will approach this by utilizing forecasting analytics in order to develop models analyzing key metrics. The goal is to deliver projections on the overall popularity of the business, the expected longevity of the franchise, as well as projected 3-year sales volume at the location based on historical trends. Data to be analyzed includes the location of the business, the targeted customer type, and the demand for this specific type of establishment in the local area based on competition. If possible to be added, we would also like to include socioeconomic factors of the surrounding environment in order to determine factors like disposable income of consumers and labor force participation rate. Key milestones of this project include the initial gathering of data, initial models run and the final analysis and presentation to our client. We hope to have this project concluded and presented by late spring 2023.