The Best Bakery Location

Preliminary comparison of

targeted the bakery shop locations

Introduction

- We would like to do very rough comparison between two target location of bakery shops, in NYC or in Toronto.

- We imply to estimate the addressable market size only from the number of office buildings around the areas. More office buildings, implied higher officer workers, and then simply implied for the stronger bakery demand.

- We estimate the supply side, by counting the number of existing bakery shops which currently operate nearby and can considered to be our competitors.

- Our two target locations in two cities (NYC and Toronto), as street addresses listed below:-

Toronto	NYC
372 Bay St Toronto, ON M5H 2W9, Canada (43.651063, -79.381433) https://goo.gl/maps/aWMbF7ie2f82	249 W 49th St New York, NY 10019, USA (40.761633, -73.985935) https://goo.gl/maps/tzVu2r9V2782

Data

In this example, we use the data from Foursquare API to find :-

- Location data (in Latitudes & Longitudes) from our two street addresses

- number of office buildings, around the areas, within 0.5-mile radius, of both two target locations (NYC and Toronto)

  Remark: In this preliminary study, we neglect the data about the buildings   size, the number of office workers, and count only the number of office building in the vicinity of our target location. The higher number implied higher bakery demand!

- number of existing bakery shops, around the areas, within 0.5-mile radius, of both two target locations (NYC and Toronto)

  Remark: The higher number implied higher competitions.

Methodology

- Compare the numbers of office buildings at those two locations. The more is better.
- Compare the numbers of bakery shops at those two locations. The less is better.
- Conclude the better location

Results

- As we obtain the data from Foursquare API, we can plot the locations of nearby places (within the vicinity of 0.5 miles) of our target locations to open our bakery shops in NYC, as well as, in Toronto.

Picture shows bakery shops around the vicinity of target NYC location

Results

Table: Comparison of number of bakery shops and number of office buildings, in NYC and in Toronto.

	Location	no.of Bakery nearby	no.of Office Building nearby
0	NYC	18	30
1	Toronto	13	30

- We conclude that, based roughly on these two parameters, Toronto is the better choice, because
  - Toronto has lower number of existing bakery shops
  - number of office buildings nearby are equal

Discussion & Conclusion

Discussion:

here, we categorize the competitors only by the keyword 'bakery', while the coffee shop, café, sandwiches kiosk could also be our indirect competitors which we should also be considered in our further study.

Conclusion:

After try to compare two locations to open a bakery shop. We found that Toronto provide the better business opportunity, as the much higher numbers of office buildings in the area which could imply for stronger demand, as well as fewer existing competitors.