

The Battle of Neighbourhoods – Report

1. Introduction and Business Problem :

For the project the city I would want to consider is Pune, Maharashtra, India. Pune is known for educational institutions and food.

The Pune city is has a great number of students as there are many colleges irrespective of the field. As there are many students in the area, many entrepreneurs seek for hotel / restaurant businesses in these areas. Students are excellent eaters they say.

So, Entrepreneurs would want to search the places where they might want to set their business up. Their target would be students as they are planning to get into a student centric business place.

This system would suggest the student centric places for the restaurants/hotels to the new entrepreneurs/businessmen. This might prove to be beneficial for the business.