

# **Battle of Neighborhoods**

## **Description of problem:**

The problem we are dealing with is that if we were to open up a store in an area one would have to decide upon a number of factors.

One of those factors is the local competition. If one was to open up a store for example a food store in an area where there are already 20+ stores present then the opening up of a new store might not have a great impact. There is another way to look at this which is that from the size of current market you can judge that how big a particular industry is in that market. For example if you have a different idea or approach for your idea you can reap larger profits if you enter a region where food interests a larger number of people.