

## **The Battle of the Neighborhoods - Week 1 - Introduction**

### **Problem Background:**

New York is a big city, is the financial capital of USA and the most populous city. It is diverse and multicultural with a lot of kind of business for any segment.

For all those things, is highly competitive and the cost of doing business is also one of the highest and risky. Thus, any new business venture needs to be analyzed carefully. The results from analysis will give us good understanding of the business environment for taking the best decisions in the market.

### **Problem Description:**

A vet is a business which who protects the health and well-being of both animals. They diagnose and control animal diseases and treat sick and injured animals. They also advise owners on proper care of their pets. The City of New York have many people who lives with pets and need to have close to his house a vet in any case.

It is necessary that to survive in such competitive market it is very important to strategically plan. Various factors need to be studied in order to decide on the location such as :

New York Population  
New York City Demographics  
Who are the competitors in that location?  
Segmentation of the Borough  
Untapped markets

### **Success Criteria:**

The success criteria of the project will be a good recommendation of borough/Neighborhood choice to the vet based on lack of such places in that location.