

Introduction

Hillsborough county in Florida is home to Tampa and many other unincorporated towns. The area, in addition to drawing tourists is rapidly growing, not just with retirees but younger families coming for the job opportunities as well as the mild weather and recreational opportunities. These people moving to the area generally love to eat out frequently and enjoy the parks and outdoor recreational activities the area has to offer.

Business Problem

The tourist industry as well as the influx of people moving to areas of the county creates numerous opportunities for restaurants to locate there. The large area of the county also creates the challenge of determining what the best locations for a new business will be. This project will create a model to help a restaurant company decide where to locate a new restaurant(s) to maximize the opportunity for success.