Sandton And Soweto Business Opportunity For Ncube Inc

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**Business Problem**

Ncube Inc is a fast food chain founded and operating in Zimbabwe. The company board which is the targeted audience for this report is is considering opening a branch in Gauteng, South Africa but is currently torn in between two locations with distinct characteristics owing to colonial setting. The two locations are Soweto an old high density, predominantly black community and the affluent Sandton, a new low density community. The board want to know the the optimum place with low risks, low expenditure and high return on investment place between the two locations.The challenge to the company is that this is a pilot project to be done therefore there is need to get as much information as possible about the two locations in order to make an informed decision.

This decision to open a new branch in South africa came about as a result of the hard economic conditions being faced by the Zimbabwean business community owing to the poorly performing economy hence a need to explore other possible opportunities in the neighbouring booming economy. If the information gathered proves useful, an adventurous undertaking assuming an ideal situation will be a rewarding decision first for the company’s survival and the ambitious expansion vision captured in the company’s vision and mission statement.

[South Africa](https://medium.com/tag/africa), [Soweto](https://medium.com/tag/soweto), [Sandton](https://medium.com/tag/sandton), [Zimbabwe](https://medium.com/tag/zimbabwe), [Ncube](https://medium.com/tag/ncube)