Find the Best Neighborhood for Opening a Pet Service Store in Manhattan

# Introduction

Manhattan, New York is probably the most crowded place in US with over 1.6 million people living in a land area of 22.8 square miles. There are lots of opportunities of doing businesses here since so many people need all kinds of services. However, it is also very challenging to do business here because of the high rental price and many competitors. Considering the diversity of 40 neighborhoods in Manhattan, the first question is always “Where should I open my business?”

My client Tina plans to open her pet service store in Manhattan. The pet service store will provide grooming services on-site and at customer’s home. It may also expand the business to pets walking and boarding. I will use Manhattan location data to help her pick the right neighborhood for the new store, which has many potential customers nearby, fewer competitors and a reasonable rental price. Once the neighborhood is selected, Tina’s business risk and effort on searching the retail rental space can be greatly reduced.