

Introduction

The City of New York, is the most populous city in the United States. It is diverse and is the financial capital of USA. It is multicultural. It provides lot of business oppourtunities and business friendly environment. It has attracted many different players into the market. It is a global hub of business and commerce. The city is a major center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, **SPORTS**, advertising, legal services, accountancy, insurance, theater, fashion, and the arts in the United States. This also means that the market is highly competitive. As it is highly developed city so cost of doing business is also one of the highest. Thus, any new business venture or expansion needs to be analysed carefully. The insights derived from analysis will give good understanding of the business environment which help in strategically targeting the market. This will help in reduction of risk. And the Return on Investment will be reasonable.

Business problem

The City of New York has a huge population and major part of the population is young people and most of them are intrested in playing sports .With the increase in health conciousness people are more intrested in playing sports .So there is a great need of sports facility in the city. This is a good investment if one establish the facility in the right place. So we will try to find a best place to establish a stadium or a sport facility.

Find a suitable location

To be a bussiness successful ,we have to find a best place to establish. Here we are trying to find the best palce for a stadium or a sport facilty .Establishing a sport facility in a place wherethere is a compition is very risky,and also we should look to find a best place to find a place where there is a demand for sports and a place to find a econmical and risk free place to find profits.

Target Audience:

My Client wants to open his business in NewYork , so I only focus on that borough during my analysis. The objective is to locate and recommend to the management which neighborhood of Newyork city will be best choice to start a sports facility.

This would intrest people who wants to start a sports facility in NewYork.