Introduction/Business Problem

Opening New Coffee shop in downtown Sacramento

As a frequent lover of caffeine and hustling, Coffee shops are my go to place to get things done. However, trying to find a coffee shop to get work done can be really tough some time, due to many of these coffee shops can be extremely busy and have no seating. As a result, opening a new coffee shop is a potential business opportunity due to the large demand for coffee shops with WiFi and plugs in Sacramento that cannot be served by all available Coffee shops. In order to decide where in Down Town Sacramento to open, its helpful to examine the competition, and various factors, such as their ratings.