

## **Company: All-Fit Example Center**

### **Background & Problem Description**

Each year, millions of people join fitness centers to get fit and lose weight. The global health club industry rakes in a cool \$85 billion each year. American fitness centers alone enjoy a market size of just under \$26 billion a year and they're not struggling for customers, either. Approximately one in six adults have got at least one gym membership. But just because the market is great does not mean you should dive into the industry without doing a bit of research and planning.

Opening a fitness center could potentially be a great business opportunity, but there are quite a few factors you'll need to bear in mind before you're ready to start up. One key factor is the strategic location to attract members.

The location will most likely be a key factor within your business plan since location is often critical to its survival. First and foremost, you'll want to do a bit of market research about:

1. What is/are the best locations for the fitness center in New York City.
2. Analyze existing fitness centers (like Gyms, Gyms/Fitness. Yoga Studio, Dance Studio) and their performance based on customer ratings.

New York City is a major center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising, legal services, accountancy, insurance, theater, fashion, and the arts in the United States. And also, it is the most populous city in the United States, one of the greatest metropolises over the world, is a dream place for the millennials.

### **Target Audience:**

To recommend the correct location, All-Fit Example Center has appointed me as a business consultant. The objective is to locate and recommend to the management which neighborhood of New York city will be the best choice to invest in the Fitness Center.

The criteria of the project will be a good recommendation of borough/Neighborhood choice to MyFit Center based on a lack of fitness centers in that location and their performance.

### **Data Sets:**

I will be using the following data sets for the project:

1. The data of the Boroughs, Neighbourhoods, Latitudes, and Longitudes of New York City:  
[https://cocl.us/new\\_york\\_dataset](https://cocl.us/new_york_dataset)
2. All the relevant New York City Fitness centers information from the Foursquare API.