

An aerial, high-angle photograph of a city street intersection. The image shows several tall, multi-story buildings with many windows. The streets are filled with cars and trucks, and there are yellow lane markings. The overall tone is dark and somewhat desaturated.

Battle of the Neighborhoods

Capstone Project



Starbucks Corporation (NASDAQ: SBUX) is an American coffee company and coffeehouse chain. The Seattle, WA based company has been retrospectively labeled as the main representative of *Second Wave Coffee*, a movement that popularized artisanal coffee, particularly dark roasted coffee.

Coffee is one of the fastest growing beverage categories globally and our over 350,000 partners around the world who wear the green apron are now serving 100 million customer occasions a week.

Growth at Scale

At the 2018 Investor Conference, Kevin Johnson, President and CEO, and other members of Starbucks leadership team updated investors and analysts on the company's strategic priorities as it aims to expand its retail store portfolio by approximately 6% to 7% net new units and grow same store sales by 3% to 4%, globally, each year while continuing to invest in its partners and elevate the *Starbucks Experience*.



Image Credit: HBR Staff/ Courtesy STARBUCKS

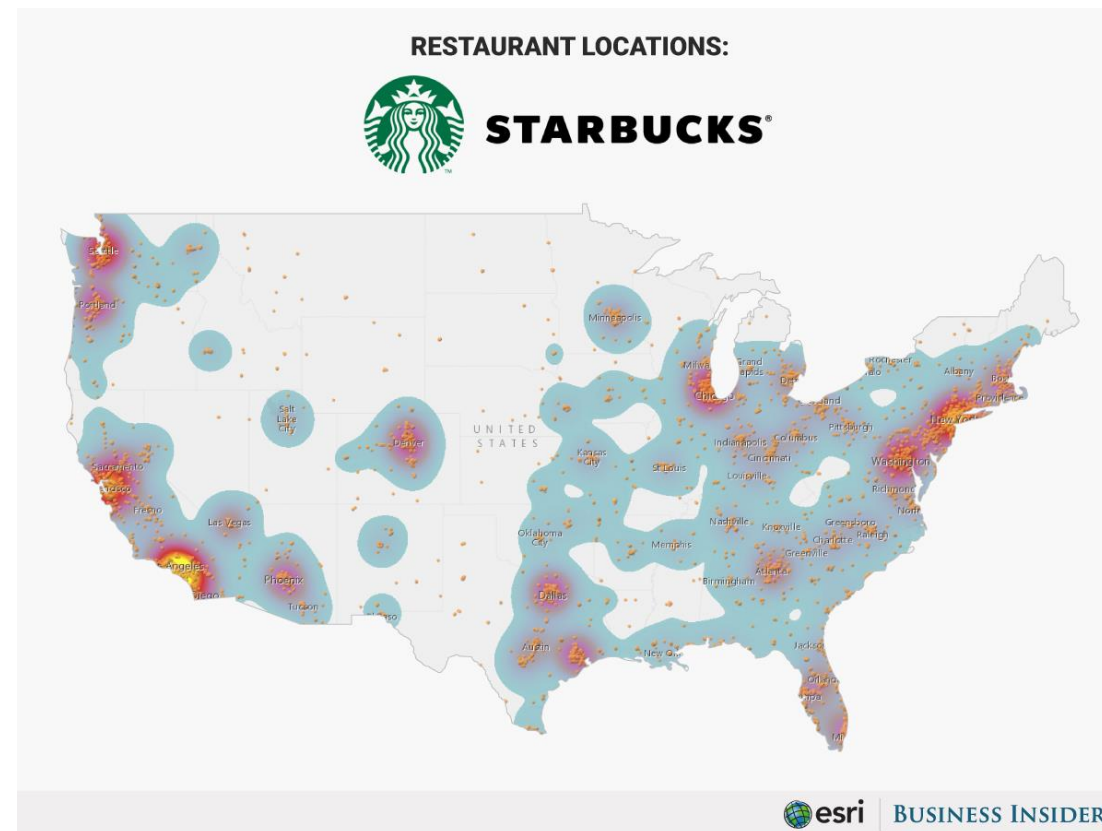


Image Credit: Hayley Young

Starbucks' has seen massive success with the launch of its global initiative in 2018

One of the two targeted long-term growth markets being the United States.

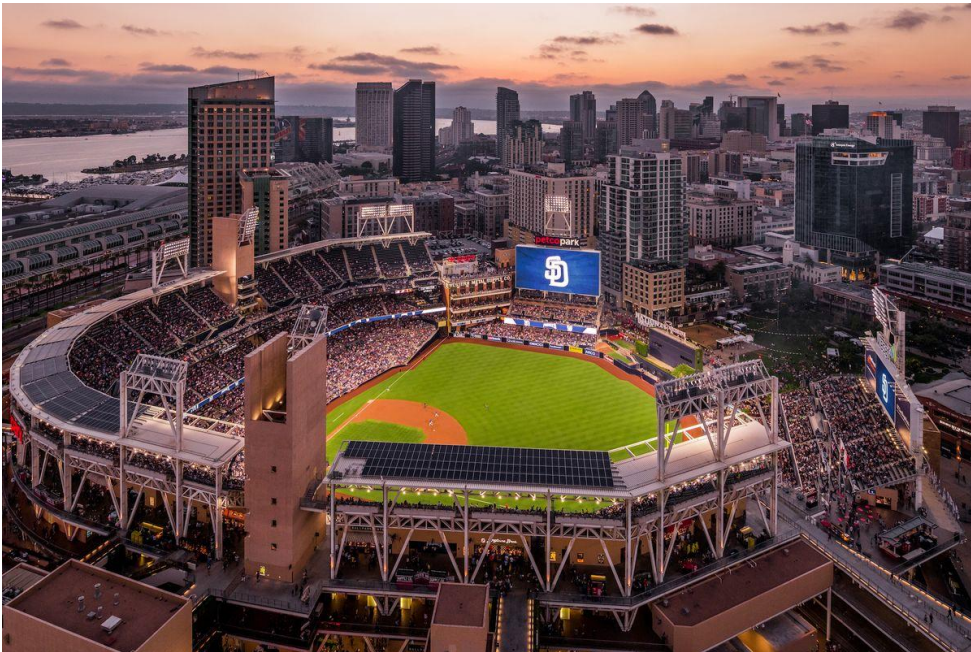
Starbucks anticipates on opening approximately 2,000 net new Starbucks stores globally, and 600 stores in the Americas.



Focus

This project was designed to analyze business opportunities in two major US metropolitan cities— San Diego and New York.

We will determine which metropolitan city is a better investment based on the proximity of preexisting Starbucks near each cities' largest multi-purpose stadium.



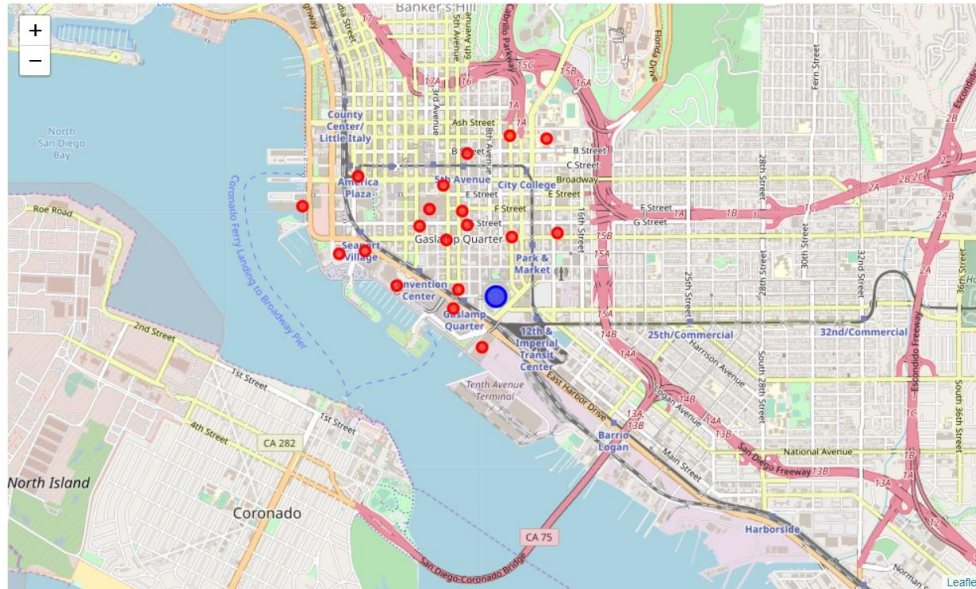
San Diego: Petco Park



New York: Yankees Stadium

Results

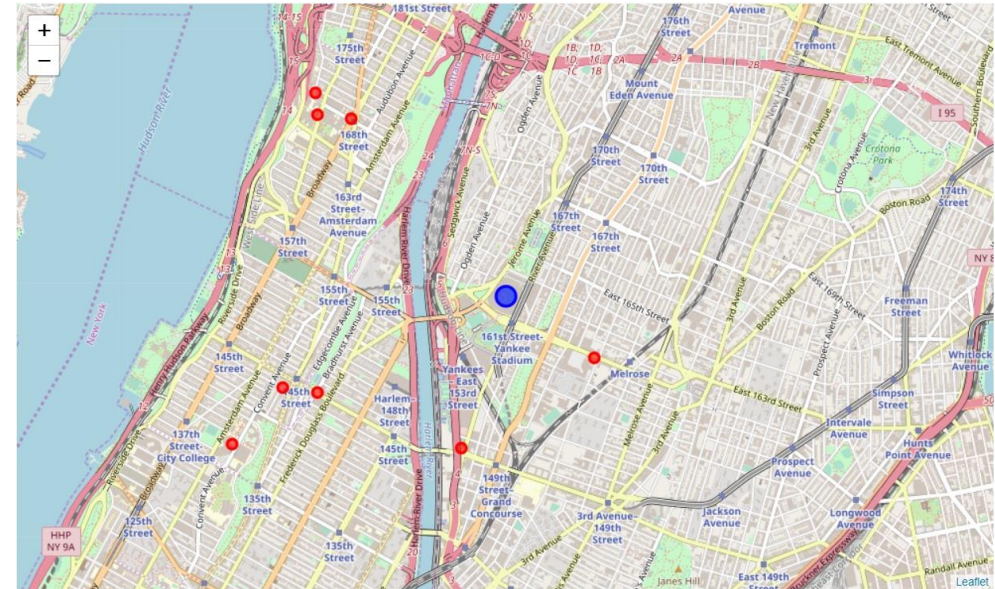
SAN DIEGO: PETCO PARK



Blue: Petco Park
Red: Starbucks

San Diego has 12 preexisting Starbucks around Petco Park, with 9 of them being within a mile radius. The geographical coordinates of Petco Park are (32.70718815 -117.156877452906) and is highlighted in blue.

NEW YORK: YANKEES STADIUM



Blue: Yankees Stadium
Red: Starbucks

On the other hand, the Bronx only has 7 preexisting Starbucks in the same radius. Only 2 of these Starbucks are within a mile radius of Yankees Stadium. The geographical coordinates of Yankees Stadium are (40.82958275, -73.926521184919) and is highlighted in blue.

Conclusion

Based on the results, if an investor wanted to open a Starbucks near a major multi-purpose stadium in either San Diego or New York based on the proximity of preexisting Starbucks—

New York is the better investment.

