Introduction:

The decision to open a new gym or fitness center requires the consideration of several factors to determine the feasibility of the opening. For example, an entrepreneur must consider the right timing, location, services provided, size of gym or fitness center, and branding/marketing campaign. Of those factors the location of the opening must be studied thoroughly to maintain the successfulness of the new business. For example, the new gym is preferably located in a neighborhood with minimum competitors and far away from venues that contradict health wellness such as fast food restaurants. In this project, New York City will be explored for the best place to open a new gym or fitness center.