

Dear Chris,

by 1A Liang Suet Yiu

Congratulations! I'm happy to hear that you want to operate a snack shop with the money you have won in the competition. I know that you are considering the location of the snack shop. As you told me that you want to sell snacks with high prices, I would like to give you the following advice.

I think that Citywalk Shopping Centre is a better choice since you sell snacks with higher prices, so you can afford a more expensive rent.

Running a snack shop in Citywalk Shopping Centre has a few advantages. Firstly, Citywalk Shopping Centre is convenient with high accessibility. The rental rates for shops are more expensive, but it's adjacent to MTR stations. It can be easily accessed by many kinds of public transport, such as MTR, minibuses and buses. Therefore, people can take public transport and they will find your location very convenient.

Secondly, there are a number of private housing and commercial centres in the vicinity. They form a large community with a dense population, so it provides a reliable source of customers.

Thirdly, the people who live and work near Citywalk tend to be the middle class. They have high purchasing power. So they can afford high price products. More expensive goods are favourable for them.

After considering the rent, accessibility and the purchasing power of target customers, I strongly recommend you operate your snack shop in Citywalk Shopping Centre. I hope you will offer me a discount card for your snack shop--just kidding! Wish you every success in running your new business!

Best,  
Peter