Introduction/Business problem

Barber shop are necessary in every neighborhood. As hair do not stop growing, so I have a friend who wants to open a new barber shop and wanted to know the best place to open one. Many people often do not change barber shop because they are happy with the service. People will be willing to go new barber shop if its nearby. He is willing to work in anywhere in Mumbai City as public transport is great. This method of analysis can be applied to grocery shop and general stores.