

A Cool Treat in a Warm Paradise

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1 | Introduction

1 | 1 Background

Barbados; a tropical nation at the edge of the Eastern Caribbean. Though small in size (with an area of approximately 166 square miles), it makes up for its small size with its big waves of heat. Despite its heat, thousands of tourists visit Barbados for its tropical climate, white sandy beaches & scrumptious delicacies annually.

With this in mind, an aspiring entrepreneur has decided to open a shop to sell ice cream to tourists and locals alike with unique Barbadian flavours like tamarind, Mount Gay Rum, Mauby, etc.

1 | 2 Problem

An aspiring entrepreneur is interested in opening an ice cream shop in the small island nation of Barbados. This project aims to determine the best parish to open an ice cream shop based on population density and nearby competition.