

BATTLE OF THE SISTER ISLANDS

Caroline Jean-Pierre



MADININA VERSUS KARUKERA

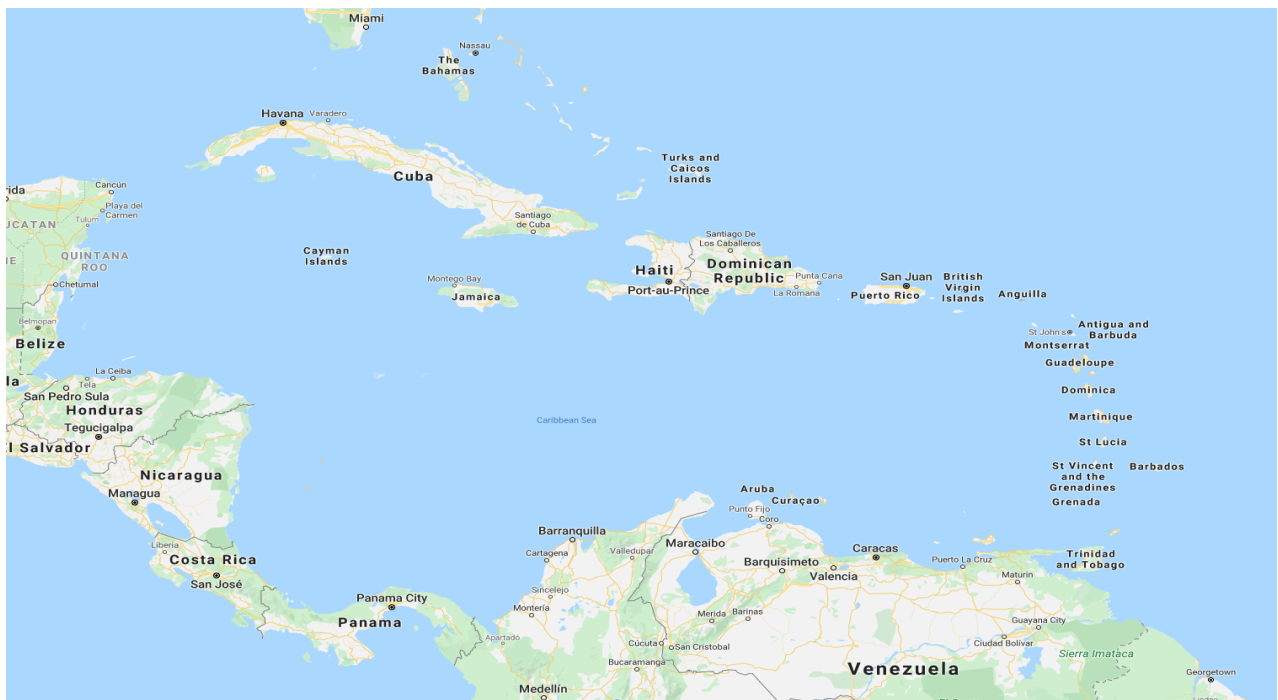
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I INTRODUCTION

I.1. BACKGROUND

Martinique and Guadeloupe are two French Islands located in the heart of the Caribbean.

In precolumbus era, the Arawak and the Caribs populated both Islands, the indigenous called Martinique “Madinina” which means “Islands of flowers” and Guadeloupe “Karukera, which means “Islands of beautiful waters”.



The French settled in the Islands rapidly in the 17th century and occupied these territories for an almost uninterrupted period until their full integration as French Republic as oversea departments in 1946.

The history, culture and geography of the Martinique and Guadeloupe present many similarities, their inhabitants are used to call them the “sister islands”. From the broader French population perspective, the two territories are seen as almost identical and often collectively referred as French west indies.

I.2. BUSINESS PROBLEM AND INTEREST

Although Madinina and Karukera are often perceived as almost identical nowadays, they do present some dissimilarities.

This distinction that the first inhabitants made was based on the distinctive pattern of the landscape, and it may not be relevant in our modern economies. That being said, from an investment perspective the Sister Islands may not be interchangeable.

It could be interesting to analyse what characteristics make the difference and can influence a choice of a business in one of the two territories.

The analysis aims to help potential entrepreneurs in the food industry to make a choice of opening a business in Martinique or Guadeloupe by considering the existing markets (for example the density of and the type of existing restaurants) and the key economical constraint in each of the islands.

II DATA COLLECTION AND CLEANING

II.1. DATA SOURCES

For market analysis, I will use Foursquare to identify existing restaurants and their location in each of the Islands.

For key economical constraints, I will use the French government data related to housing sale price averages and price indicator for last 3 years. These data are available for download in the website <https://www.data.gouv.fr/fr/> and can be downloaded per department (971 for Guadeloupe and 972 for Martinique)