**Introduction and identify the problem**

One of the friend of mine would like to start up a dessert café in Malaysia. However, he has no idea on the positioning in the market. Therefore, this report is to provide him with more insight and provide sufficient information for him to make decision.

The objectives of this projects as below:

1. Identify the dessert business opportunity in Malaysia
2. Identify the competitor and analyse the position of the competitor
3. Identify and suggest a suitable location for dessert business.

**Data**

The data that is going to be used would be the neighbourhood data of Malaysia. The data included the neighbourhood name, latitude & longitude. The data will be used to analyse the business and competitor in this report in Malaysia.