

INTRODUCTION :

Business problem :

1)It pretty tough to improve upon ice cream. It's the perfect treat, although a treat implies that it's something out of the ordinary, and I prefer to make eating ice cream a very ordinary, preferably daily occurrence.

With the season's change, daily ice cream consumption can become a struggle as local ice cream shops start closing for the season. As Ice cream brands provide us great joy it is also important that the brands are able to keep the shops open throughout the seasons, throughout the year. While the quality and other attributes will definitely play a part in that, it is imperative to find the right locations to open a string of shops for a new franchise, so that it just clicks and this study is all about that. To help a Ice Cream franchise to set its foot print in Canada, it wants to analyse how neighbourhoods in Toronto would accept its new shops, to stay open and profitable.

2)Location of the Ice cream Shop is one of the most important decisions that will determine whether the brand will be a success or failure

3)Business question: in the city of Toronto, Canada if an Ice Cream Franchise is looking to open its new outlets, where would you recommend that they open it?

4)**Objective:** to analyse and select the best location in the city Toronto, Canada to open Ice cream Outlets.