

LOCATION, LOCATION, LOCATION

Group Members:

Directions: The purpose of this activity is to apply your expertise in urban geography to design a business that would be successful in Baltimore. Use your notes, your textbook, and your understanding of Baltimore to complete each section.

Name of Business:

Executive Summary (30 second elevator speech):

Logo and slogan:

Type of service (pgs 400, 418)

Service type:

Specific service or good:

Basic or nonbasic industry:

Number of Employees:

Location of Business (408-409, 406-407, 421-427, 438-440)

What specific need will your business be fulfilling:

Who is your target demographic:

Where do they live:

Range:

Threshold:

Which type of central place would best suit your business:

How will this information influence the location of your business:

Optimal Location (address, neighborhood):

Legal location (city, urbanized area, MSA):

Justification (Profitability, Gravity Model):

Identify and explain which *zone* your business would be located in according to the Urban Structure Models:

Who is your competition:

Location relative to competition:



Plan for Growth

Plot your location and market area

Predicted cost of business:

Expense:	Cost \$
Rent	
Employees	
Marketing	

Predicted income of business:

Revenue:	Amount \$	
Initial loan amount		
Predicted daily revenue		
Predicted monthly revenue		

If your business was to expand, how and where would you expand? Why?

How will your your understanding of urban geography guarantee that your type of service, and selected location will succeed?