

	Page
	FACTORS AFFECTING LOCATION OF A BUSINESS
	indupry which significant and a
41	closeness to dustomers : 19 halling
	For businesses that sell consumer prod-
	ucts, it is crucial that the business is
	within the consumer's reach in terms
110	of costage timera mada associated as
(	Example: a bacerys of many often
	att at state of them to don't by
	Competition: manufacture and insurfacture and insurfactur
(0.1)	consumer oriented businesses have to
	ensure that there is no or limited competi-
	tion in the area that they want to locate.
	Example: grocery store. Philosophia
	agstruttural there is a travy depend
3.	Cost: idra como il ibrigo o itoralia udi mo
	cost involves 2 decisions-minimonal
	(i) whether to rent of or buy a place
	(ii) how much will either of the options cost
	Example (i): business that wants to run for
	2-3 years Mariand
	(ii): want to try a business & know
	the response of the response
	De an advantage il similas susiness t
4.	skilled Workforce 11 abour: 100 1 100
	specially crucial in businesses that inc-
( )	lude manufacturing where the process

Commercial	is labour intensive. In case of service
	industry which requires a large any
<u> </u>	of skilled employees, this factor becomes
S-bar	important. Un la hacasant de la
0	a minute plat to the basining of the charmen
5.	Supplies / Raw Materials:
	for businesses where major purchases au
	in the form of a natural resource it is
V	cost effective for them to close to that
it	natural resource
04	tocample: for a steel maker ison ore e cool
in -Hagis	an matiral manini avant to a ser mali sent
ξ6.	Climate / Envisoment / weather:
P	For a variety of businesses such as
	agricultural, there is a heavy dependence
	and the compatt conditions which
	all exmine what can be asoun a.
	The glass It has been not an active to
100	TO COLOR WILLIAM OF THE PARTY O
7 010	a less important factor for most other
Cinni	Secretained super or tracticities
7,	Clustering: 12000000000000000000000000000000000000
+	ets an advantage il similar
	aren't consumer originated business that
Ync	each other. This offented are located near
210	each other. This allows all of them easy
	accession employees, services, machinaries

or any other source required es
Example: diamond polishing in surat.
The second secon
8. In prastructure: 111 1 1011 And .
This in cludes availibility of power, tele-com-
munication, roads, ports & airports,
water suppliers etc. what element of
ingrastructure is crucial depends on the
business druberg bord painsmi
Escample: An export oriented business would
prefer to be near a porta in ming.
· is xample: lead bailors construction business
9. Laws/Legislation:
These are policies or laws applicable in a
given country or state. Laws may offer
incentives such as a special econômic
zone or can sometimes be destructive such
as preventing the exports of certain products
10. Managemento Préférence: 11 Map la 0140 .
It purily depends on the choice of the
management where they want to locate
the business. It is possible in business.
such as training institutes, designing
business where regular interection with
the customers isn't very important.
seriond - representation of the serion of th
Production-1200  Price-V  Custonication
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-	TYPES OF PRODUCTION METHOD:
	TYPES OF FRONT OF THE STATE OF
	Job: Each product is unique & seperate.
	sach product is unique questively low semand for these products is relatively low
-(1)())-0	Remand for these products are Extherefore lesses of these products are
. [ ]	made source lesser of most promised for
	made Higher level of skills are required for
•	Higher lever of standards
	maing these products.
h)110	cost of production is high  Prices are high as well.  Prices are high as well.
	Prices are high as well.  Example: local tailors, construction business
	Example: local carons, constalaises l'anni p
	Price - A GALLET
57	gemand - 1. 101 mice - 1 agrice
	0.4
) i'c	Production - + Customization - 1
A31.12 0	Manage sold and the sold of th
Milh2.	massinge etanges sar partasivisa no
	romand for these products is night.
	No higher level cloud are required.
•	cost of production is low
24.25	Priconnare Low as well he man and
•	These products are produced in relatively
w.*	raige numbered de paraison de deux
110	Au products are the same
	montangeri julev travi i kemmuli i i titli
	Demand - 1 Skills -t
	cost - v Production-1
	Price - L Customization
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3,	Batch: BMOTANAAN
	certain Products with similar features
	are produced in a defined/limited quantin
1111	- maxiciting is the missogration process
	itantigios entrumes wants anticipates
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	L'all and the Markachard Who hade wie
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	- Willy Modern
2.17	Town There is a wary month in box of the of
- 11	. Lette of maken any product niche could
- 11	with print of the production status & its
	with exerts.
	. Thodusts are produced in small amount