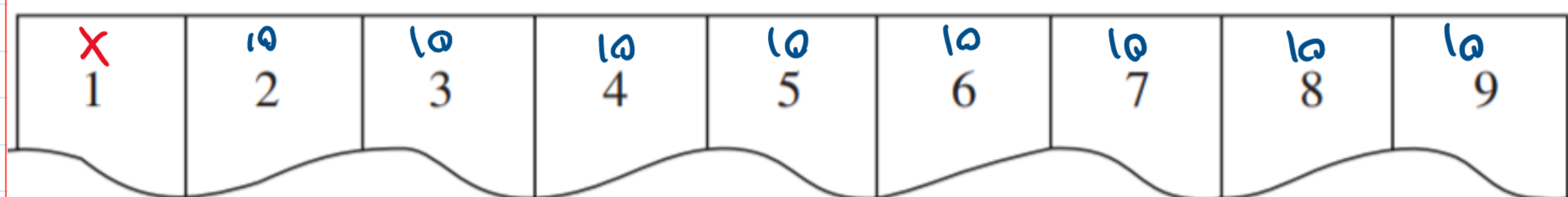


Consider a location game with nine regions like the one discussed in this chapter. But instead of having the customers distributed uniformly across the nine regions, suppose that region 1 has a different number of customers than the other regions. Specifically, suppose that regions 2 through 9 each has ten customers, whereas region 1 has x customers. For what values of x does the strategy of locating in region 2 dominate locating in region 1?



Region 2 only makes sense if $x < 10$ because at that point region 1 is less than the rest of the market combined