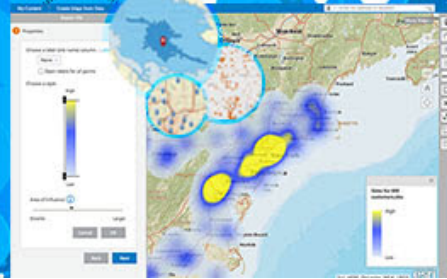


The Location Advantage



Course Syllabus

Section 1

The Location Advantage in Business

This lesson will show how using location information can enhance analysis and help businesses optimize resources, visualize assets, and streamline workflow processes.

Section 3

Choosing the Right Location

Where you locate your business will have a major impact on how well it performs. Choosing the right location could be the difference between business success and failure.

Section 5

Improving Supply-Chain Management with Spatial Analysis

In this lesson, you will learn how to examine the supply chain by using location information flow and logistics to gain a competitive advantage and increase customer satisfaction.

Section 2

Understanding Market Opportunity

Market planning is the process of analyzing one or more markets to determine how a business can optimally compete. Location plays a key role in understanding and prioritizing this strategy.

Section 4

Understanding Your Customer

Marketing is the process of promoting, selling, and distributing a product or service. This lesson will focus on market segmentation, a key method for dividing a target market into consumer subsets.

Section 6

Avoiding Risk with Location-Based Decision Making

The identification, assessment, and prioritization of risks, paired with existing resources, can help determine the probability of future events to maximize the realization of opportunities.