



## Correct Choice of Location as a Factor of Success

By Sandra Spindler

GRIN Verlag. Paperback. Condition: New. 40 pages. Dimensions: 8.5in. x 5.5in. x 0.1in. Seminar paper from the year 2009 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2, Fontys University of Applied Sciences Venlo, course: European Studies, language: English, abstract: This report provides basic knowledge about important factors which have to be observed when starting a business. First the report gives an impression why the right choice of a business location is so important for the future success of an enterprise. It shows examples of mistaken choices of locations which lead to disadvantages of a company. Furthermore the most important site-related factors which are crucial for the ultimate decision are split into two categories, the hard and the soft site-related factors. It is explained in how far these factors impact the potential companies advantages. A short concrete example will show how the individual locations can be assessed to find the ideal location for a specific branch. In addition the model of Michael Porters Diamond explains how the international success in a certain branch depends on four general characteristics: Factor Conditions; Firm Strategy, Structure and Rivalry; Demand Conditions and Related and Supporting Industries which can...



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