

Location planning at A.B. Corp

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Learning Objectives

- List some of the main reasons organizations need to make location decisions.
- Explain why location decisions are important.
- Discuss the options that are available for location decisions.
- Describe some of the major factors that affect location decisions.
- Outline the decision process for making these kinds of decisions.
- Use the techniques presented to solve typical problems



Need for Location Decisions

- Marketing Strategy
- Cost of Doing Business
- Growth
- Depletion of Resources

Nature of Location Decisions

- **Strategic Importance of location decisions**
 - Long term commitment/costs
 - Impact on investments, revenues, and operations
 - Supply chains
- **Objectives of location decisions**
 - Profit potential
 - No single location may be better than others
 - Identify several locations from which to choose
- **Location Options**
 - Expand existing facilities
 - Add new facilities
 - Do nothing
 - Move



Making Location Decisions

- **Decide on the criteria**
- **Identify the important factors**
- **Develop location alternatives**
- **Evaluate the alternatives**
 - **Identify general region**
 - **Identify a small number of community alternatives**
 - **Identify site alternatives**
- **Evaluate and make selection**