**Factors Influencing Business Location - Activity**

**Watch the video on Business Location. Answer the questions about the video and then complete the scenario activity.**

<https://youtu.be/eU2VMJ2d1ks>

List the three key influences on where a business decides to locate

Explain why a business such as a fish and chip shop would want to be in close proximity to its market.

Assess the influence proximity to labour has on where a business decides to locate.

What type of business would proximity to raw materials be an important influence on where to locate? (Circle the correct answer)

Retail Service Manufacturing

Argue whether being close to customers is an import factor when picking a location for a service

Describe the term ‘brick & clicks’

Evaluate the influence the internet has had on business location

**Scenarios – For each scenario pick an ideal location for that type of business and justify why you have chosen that location.** *Possible locations could be city centres, industrial estates, residential areas, town centres, shopping centres, e-commerce and bricks & clicks.*

1. **Layton is starting his own clothing brand and has about £5000 saved up to launch his business. He lives in a small town. Justify a location for Layton’s clothing brand.**
2. **Eve makes running shoes in her garage and sells them online. She is looking for a location to expand as demand has grown for her shoes. Justify a location where Eve can manufacture her trainers.**
3. **Aman supplies local coffee shops with speciality coffee in his local area. He currently has a huge warehouse but is looking for a location to start his own coffee shop. Justify a location where Aman can open his coffee shop.**
4. **Lucy has been an accountant for several years and has decided to start her own accountancy business. Justify a suitable location for Lucy to launch her new business.**

***Discuss whether you think it is possible to run a business solely from social media platforms with no need for a physical location or even a website.***