Save as L10 LastName

**GOAL:** Your goal is to select the best location for you store.

You will analyze several location choices and compare them across four attributes.

**YOUR SITUATION:** In the lesson, you do not control any actions but will analyze several locations.

1. Fill in **Worksheet 1** for four locations that are labeled A through D.

Rate each location as high, medium, or low for each category.

For “Cost” use **Actions** 🡪 **Open Store** to check the rent on each location.

For “Availability of Signage” observe the number of Apartments, Offices, and Senior Housing around each location.

Use the Building Types key to determine which building is which.

**QUESTION 1:**

Which is the best location and why?

2. Using **Options** 🡪**Run To**, run the simulation to **April 1st** and watch the population change.

Note: Population change and construction has been accelerated for demonstration purposes.

**QUESTION 2:** What has changed? Would your choice for a best location be different now? Why?

WORKSHEET 1

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| LOCATION | CUSTOMERS/TRAFFIC | COMPETITORS | COST PER MONTH | AVAILABILITY OF SIGNAGE |
| **A** |  |  |  |  |
| **B** |  |  |  |  |
| **C** |  |  |  |  |
| **D** |  |  |  |  |

