

CHAPTER 9

Site Selection and Layout Planning

A. Match each definition in the left column with the correct term from the right column. Write the letter of the term in the space provided.

- | | |
|---|-----------------------|
| _____ 1. areas in which businesses are encouraged to locate through incentives | a. incentives |
| _____ 2. the access, arrangement, and flow among all the activities in a building | b. economic base |
| _____ 3. subdivisions of Standard Metropolitan Statistical Areas, each containing 4,000 to 5,000 people | c. SMSA |
| _____ 4. a community's main source of income | d. trade area |
| _____ 5. a floor plan | e. enterprise zones |
| _____ 6. a region or section of the community from which businesses can expect to draw customers | f. interrelationships |
| _____ 7. advantages that help businesses, such as lower taxes and cheaper land | g. layout |
| _____ 8. geographic areas into which the Census Bureau divides the United States | h. census tracts |

B. In the space at the left, write the letter of the choice that best completes the statement or answers the question.

- _____ 9. Which of these resources are available for entrepreneurs in their search for potential business sites?
- | | |
|-------------|---------------------|
| a. realtors | c. newspapers |
| b. Internet | d. All of the above |
- _____ 10. When evaluating a potential building for a business, one of the things entrepreneurs should consider
- | | |
|----------------------|--------------------------|
| a. industrial parks. | c. parking availability. |
| b. employees. | d. customers. |
- _____ 11. A community that spends more money in different cities than they make has a
- | | |
|-----------------------------|------------------------------|
| a. growing economic base. | c. established economic base |
| b. shrinking economic base. | d. favorable economic base |
- _____ 12. Areas within a community that are set aside for industrial uses are called
- | | |
|----------------------|--------------------------|
| a. industrial parks. | c. manufacturing plants. |
| b. shopping malls. | d. trade areas. |

- _____ 13. A retail layout that consists of a pattern of crossing aisles provides a highly structured system for facilitating the flow of traffic. What is this layout plan called?
- a. open layout
b. enclosed layout
c. landscaped layout
d. right-angle grid
- _____ 14. A community that has more money coming into it than leaving it has a
- a. favorable economic base
b. shrinking economic base
c. growing economic base
d. established economic base
- _____ 15. A retail business sells directly to
- a. wholesalers
b. consumers
c. retailers
d. industries
- _____ 16. The number of people in a community available for work is called the
- a. unemployed
b. labor supply
c. economic base
d. trade area

C. In the space provided, write the word (or words) from the list that will best complete each statement.

building	manufacturing	economic base	facade
incentives	process	retail	financial

17. The main advantage of working from home is _____.
18. There are three general types of layouts for a manufacturing business: product layout, fixed product layout and _____ layout.
19. The three areas to analyze when choosing a possible site for a business are the surrounding area, the _____, and the cost of buying, building, or leasing.
20. A good place to start a business is in a community with a growing _____.
21. Some communities try to attract new businesses by offering _____ such as lower taxes or employee training programs.
22. If a proposed business involves _____ goods, the key layout concern should be the placement of machinery.
23. The _____ is the face of a building.
24. _____ layouts generally contain three types of floor space – selling space, storage space, and customer space.

D. On a separate sheet of paper, write a 100-word paragraph that answers this question.

25. Discuss the criteria used to select a site for a business.

Score (number correct x 4 points) = _____