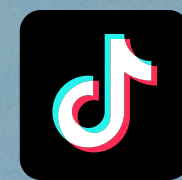


A detailed map of Ukraine, specifically the region around the Dniester River and the city of Bilhorod-Dnistrovskyi. A red pushpin is placed on the map, pointing to a location near the city. A large black rounded rectangle with the word 'Location' in white text is overlaid on the map. The map shows various towns, rivers, and landmarks, including the Akkerman Fortress and the Dniester River.


# Location





# Location

This is where your business exists or operates from. There are many factors which influence location.



# Proximity to the market



# Proximity to the market

This simply means how close the business is to its customers. Some businesses will need to be really close to their customers, where others just need to have a good distribution network.

# Availability of raw materials



# Availability of raw materials

Location may depend on where the businesses raw materials are located. If the raw materials are heavy and bulky, then the business will need to be close to them. This will reduce transportation costs.



# Availability of labour

# Availability of labour

Location may depend on where the employees are based, particularly if the business requires specific skills. Some businesses locate near Oxford and Cambridge universities as they want to recruit the highest of candidates.



# Competition

極度乾燥(しなさい)  
**superdry**



# Competition

Some businesses will want to be located near to their competition. Car dealerships are normally located in the same area. However some businesses will want to be away from their competitors such as beauty salons and florists.

# Location Costs



A hand holding a pen over a desk with Euro banknotes, coins, and a calculator. The background shows a wooden desk with several stacks of gold coins, a white light bulb, and a hand holding a pen. In the foreground, there are Euro banknotes (20 and 50) and a calculator.

# Location Costs

Costs are important, some locations maybe too expensive for the business. Costs play a vital role when choosing an appropriate location. Large businesses normally have a bigger budget and can afford better locations, such as city centre stores. Smaller businesses normally have to choose locations on the outskirts of towns and cities, as these are cheaper.