

Where should



go?

- I. Define the following with examples from the community:
 - a. Market area or hinterland
 - b. Range of service
 - c. Threshold of a service

- II. Go to Google Maps and fly into large city with at least population of over 200,000. You need to put into the locational box the term "Chick-fil-A." The restaurants will be identified. You can then go to printable view (located just below the locational box after you have identified a location) copy the map and put it into a Google Slides Presentation. Draw hexagons around the current Chick-fil-A restaurants.

- III. Research the following then answer in complete sentences-
 - a. What are the market areas for current Chick-fil-A's?
 - b. What are the factors you need to consider for placement of the new store?
 - c. Are there population concentrations you want to be located near?
 - d. What are the ratios for students (school or university) or business you want to consider or aim to achieve?
 - e. What is the age demographic for the areas?
 - f. Are there "gaps" in the zone? Where would people go if they were not in one of the market areas?
 - g. Where would you suggest the next Chick-fil-A be built? Place another hexagon around the proposed location using a different color.
 - h. What are the transportation routes that would influence the placement?
 - i. What are the other factors you need to consider to planning successful placement?
 - j. What are the range of services you would suggest that Chick-fil-A offers such as playground, coffee house, particular type of food?
 - k. What conclusion can you gain by your research?