

# Where should the new store go?

Ikea, the furniture superstore, are thinking about building a new shop in the Cambridge area. You are in charge of deciding where the best location is for the shop

Ikea have asked you to consider 5 factors in deciding upon the site. The site should be:

1. A place with lots of land for the building and car parks
2. Close to a large town where there are many shoppers
3. Away from congested city centres
4. Close to a motorway junction (or maybe a main road)
5. Be on the outskirts where the land is cheapest.

The 5 possible sites are labelled on the map below A to E. The map on p109 of Foundations may also help.


MAP

1 Complete a table like the one below to assess the 5 sites for each of the 5 factors mentioned above. If the site is really good for the factor score it 3, if it's ok, score it 2, if it's not very good score 1, very bad score 0.

Site	Factors					Total score
	1	2	3	4	5	
A						
B						
C						
D						
E						

2 Which place scored the worst? Why?

3 Which place scored the best? Why?

4 Write a short report to  to explain the reasons behind your choice.