

Name:

Date:

Class:

Attractive Location

Skill:

- Comprehension (C), Analysis (AN)

Time on Task:

- 15–20 minutes

Goal/Purpose:

- The goal of this activity is to describe in written form why it is important to choose a location that appeals to customers and that improves sales.

This activity is designed to spark thought and consideration about the location of your business. Most businesses attempt to make their physical spaces look appealing to their customers. Answer the following questions to develop content that can be used to develop a written report. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. Why is an attractive physical location important for sales?

Answer:

2. If you were to create a brick-and-mortar business, what would your physical location look like?

Answer:

3. Why is it important for businesses to know what appeals to different types of customers?

Answer:

4. Give an overview of your typical customer.

Answer: