

Name:

Date:

Class:

Lesson 5.1

Practice Your Understanding

1. You have decided to establish a technology store that sells and services all forms of technology. Determine which of the following locations would be best for your technology business. (5.1-1)

- a. The area is zoned for commercial use, close to a university, and has plenty of college students interested in employment.

Answer:

- b. The area is zoned for residential, has high unemployment, and is 15 minutes from the center of town.

Answer:

- c. The area is zoned for commercial use, close to two other technology shops, and has two percent unemployment in the area.

Answer:

2. You have started a catering business in your home, and the business has grown to the point you no longer have the space to prepare and store the food. Determine which of the following structures would be most beneficial for your business. Explain your decision. (5.1-2)

- a. Commercial kitchen

Answer:

- b. Shared workspace

Answer:

- c. Dark store

Answer:

d. Incubator

Answer:

3. Select three businesses located in your community. Provide the name of each business and determine if it utilizes a single-channel, multichannel approach, or omnichannel approach to reach its customers. Explain your reasoning for each answer. (5.1-3)

Answer: