

HANDOUT 5.5.1 LOCATION AND ECONOMIC REQUIREMENTS

Directions: You are a high-level executive at BMW, and you have been given the task of ranking a list of factors your company is examining before deciding where to locate a new manufacturing facility. Read the list below and rank each factor in order of importance to BMW with #1 being the most important factor and #7 being the least important factor. You will have ten minutes to complete this task.

- _____ Transportation Infrastructure (quick access to interstate highways, rail, deepwater ports, airports, etc.)
- _____ Workforce Readiness (skilled workers who can staff your facility effectively)
- _____ Taxation/Tariff Policies (pro-business climate, low taxes, low government regulations)
- _____ Existing Market for Product (ability to sell a high volume of vehicles)
- _____ Low Cost of Labor (your company will need to hire thousands of workers)
- _____ Low Cost of Land (the new facility will cover many hundreds of acres)
- _____ Access to Suppliers (businesses that will supply your facility with vital components)