**AP Human Geography**

**Central Place Theory Project**

You are an entrepreneur, looking to open up a new business in the United States. You want to maximize your profits, so you have decided to use Central Place Theory to determine the best location for your business.

1. Explain your business.
   1. What is your business name? (You can use an already established business that is looking to open up a new location OR you can create your own).
   2. What products/services will you be offering?
   3. Who are your potential customers? (Give demographic information)
   4. Who are your current competitors? What businesses offer a similar product/service?
2. Research five different possible locations and find the urban-metropolitan population figures for those locations. All five of these locations must be valid considerations for your business. (If looking to open a Gucci store, you would not research a rural location in Alaska, as the population would not support one). In addition to overall population statistics, you need to look up demographic information for that area that relates to your potential customers. For instance, if I am looking to open up a daycare facility, it will be helpful to not only know how many people currently live in that area, but also how many of them are ages 0-5. Create a chart that looks similar to this:

|  |  |  |  |
| --- | --- | --- | --- |
| **Location** | **Population** | **Other demographic information**  **(population age 0-5)** | **Source of information** |
| Whoville | 1,000 | 350 | Dr. Seuss Factbook |

1. Print out a map that includes all five of your desired locations.
2. Now that you’ve researched five different possible locations, you will need to select the three best possible locations. Label these with one color on your map, and use a different color to label the two locations you did not select (but researched).
3. Provide a written justification for each of your three chosen locations, explaining your rationale (reasons) for selecting this location for your business. How did Central Place Theory influence where you put your business? Be sure you use your statistics!
4. You will turn in one answer packet per group.
5. You will be graded on the following criteria:
   1. Selection of appropriate locations for your business.
   2. 3 good reasons for choosing the locations- with support from research.
   3. Quality of answers to questions and of map.
   4. Neatness and readable presentation of your project

Ideas for potential businesses:

* Designer retail store
* Sam’s Club/Costco warehouse store
* Professional Sports Team franchise (NFL, NHL, MLB, NBA)
* Gym or Fitness Store
* Tutoring business
* Bakery
* Electronics repair shop
* Hospital
* Daycare center
* Car dealership