



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

Location of business - CEMEX

Where does the lesson fit?

This session would fit in a Production/Operations or Nature of Business module.



Suggested resources & activities related to location of business and CEMEX

- Full CEMEX case study
- Location of Business PowerPoint
- Sectors of industry lesson resources
- CEMEX crossword
- CEMEX word search

Suggested timings for the session

10 mins	Starter e.g. CEMEX crossword
5 mins	Use the Location of Business PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
25 mins	Task . choosing a location

Answers to questions

1. List as many different factors affecting the location of business as you can.

Factors include:

- Cost and availability of land
- Cost and availability of labour
- Closeness to market
- Environmental/climate consideration
- Transport links
- Other businesses e.g. competitors, suppliers
- Closeness to raw materials
- Government incentives



THE TIMES 100

BUSINESS CASE STUDIES

2. Describe which factor is likely to be most important for a clothing retailer.

Closeness to customers is likely to be important, although transport links could be more important if the retailer was operating online and delivering the goods.

3. Explain why larger supermarkets tend to be located out of town?

The cost of land tends to be cheaper than in the middle of town, particularly important for large stores with big car parks. Also, it can provide easier access for customers if they do not have to go into a town centre.

4. Analyse how CEMEX manages to reduce its environmental impact through getting the right location.

Examples include:

- Locating near to rivers and train networks so these methods of transport can be used instead of road transport.
- The majority of its readymixed concrete and asphalt plants are sited near quarries to ensure speedy supply and to save time and travel requirements.