

## **Location Analysis Case Studies/Suggested Activities**

1. Each student is assigned an urban and suburban area. They are expected to determine a consumer and competitive profile for each.
2. Given a consumer profile design a marketing strategy that will result in a competitive advantage based on that profile.
3. Using the Internet find three sites that will provide demographic data suitable for location analysis. (Use sites other than those suggested in program.)
4. Perform a location analysis of a pharmacy where the student is an intern or technician. Make suggestions for new programs of management or marketing.