5. LOCATION, LOCATION

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Where to locate a business is a crucial decision because it will have an important impact on it sales, costs, profitability and perhaps even its survival. However, whilst some experts will tell you that location is absolutely vital to business success, others argue that it really does not matter where a business is located. Is it possible that both sets of experts are right?
To what extent are the factors that affect location more important to the success of some types o business than others? [10]
