* 1. Fast-food
  2. Retail $
  3. Steakhouse chain
  4. Retail $$$
  5. Home project DIY
  6. Bank
  7. Car dealership
  8. Pharmacy

1. Put each service in order from shortest to longest range
2. What does the range tell us about the market area?
3. What does the size of the market area tell us about the threshold?
4. How is the range different for different types of services?
5. How is the market area different for consumer services?
6. How is the threshold different for consumer services?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Service | 1 | 2 | 3 | 4 |
| Fast food | Mc d | BK | Taco Bell | Wendy’s |
| Retail $ | Walmart | Kmart | Target | Kohl’s |
| Steak Chain | Outback | TX Roadhouse | Long Horn | Applebee’s |
| Retail $$$ | Macys | Neiman Marcus | Lord & Taylor | Bloomingdales |
| Home Project | Home Depot | Lowes | ACE | Tru Value |
| Banks | Wells Fargo | Citizens | PNC | TD |
| Car Dealership | Ford | GMC | Honda | Toyota |
| Pharmacy | CVS | Walgreens | Rite Aid | Good Neighbor |

Find the 5 closest stores for each

Write the distance(miles) and town name

Use Methacton as the center point