1. List five factors that influence a business choice of location?

Sutton Sports

Sutton Sports is a small sports shop based in Sutton Coldfield near to Birmingham in the West Midlands. It has relatively small premises but has a good range of stock and the owners have a good working knowledge of the equipment that they sell.

The owners of the business have used the internet as the model to expand their business. They have an online presence on Amazon and sell many items through this medium. In addition, they also have a direct selling website [www.sutton-sports.co.uk](http://www.sutton-sports.co.uk)

Both of these mediums have led to sales on a nationwide scale rather than simply to customers in the local area.

2. Define the following business terms:

|  |  |
| --- | --- |
| Fixed premises |  |
| Proximity |  |
| Rent |  |

3. Assume that you are the owner of Sutton Sports. You have two options to grow the business:

a) Establish additional shops to reinforce the brand, perhaps with a concentrated presence in the West Midlands.

b) Grow online sales by establishing a direct selling website and position the firm on a medium such as Amazon.

Justify which of these two options you would decide to use to grow the business?

4. Despite its focus on online sales, Sutton Sports has maintained a small presence on the high street. Why might this be the case?