

What does Palmer Consulting Inc. have to offer?

- Well trained in business geography techniques.
- Well trained with the latest GIS technology.
- Professionally trained staff that is willing to work toward the success of your firm.

Prepared for

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What is Business Geography

Business Geography is a new discipline that combines modern geographic information technologies with classic geographic theory and methodologies. The technology side of the discipline includes geographic information systems (GIS).

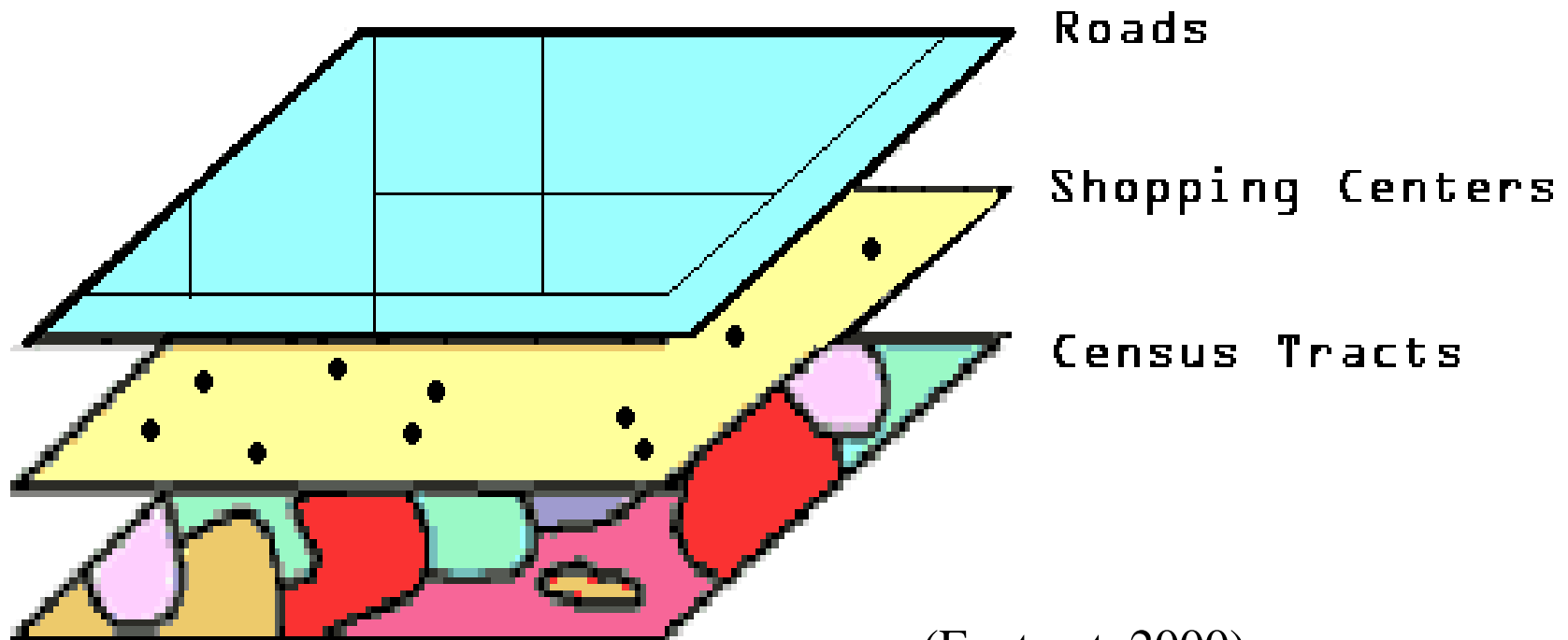
(McMullin, 2000).

What is GIS

Geographic Information Systems

GIS is used to display and to analyze geographic information and spatial data which are tied to a relational database.

Data Layers



(Ecotrust, 2000)

GIS uses layers to overlay different types of information

The Use of GIS to Search For a Site

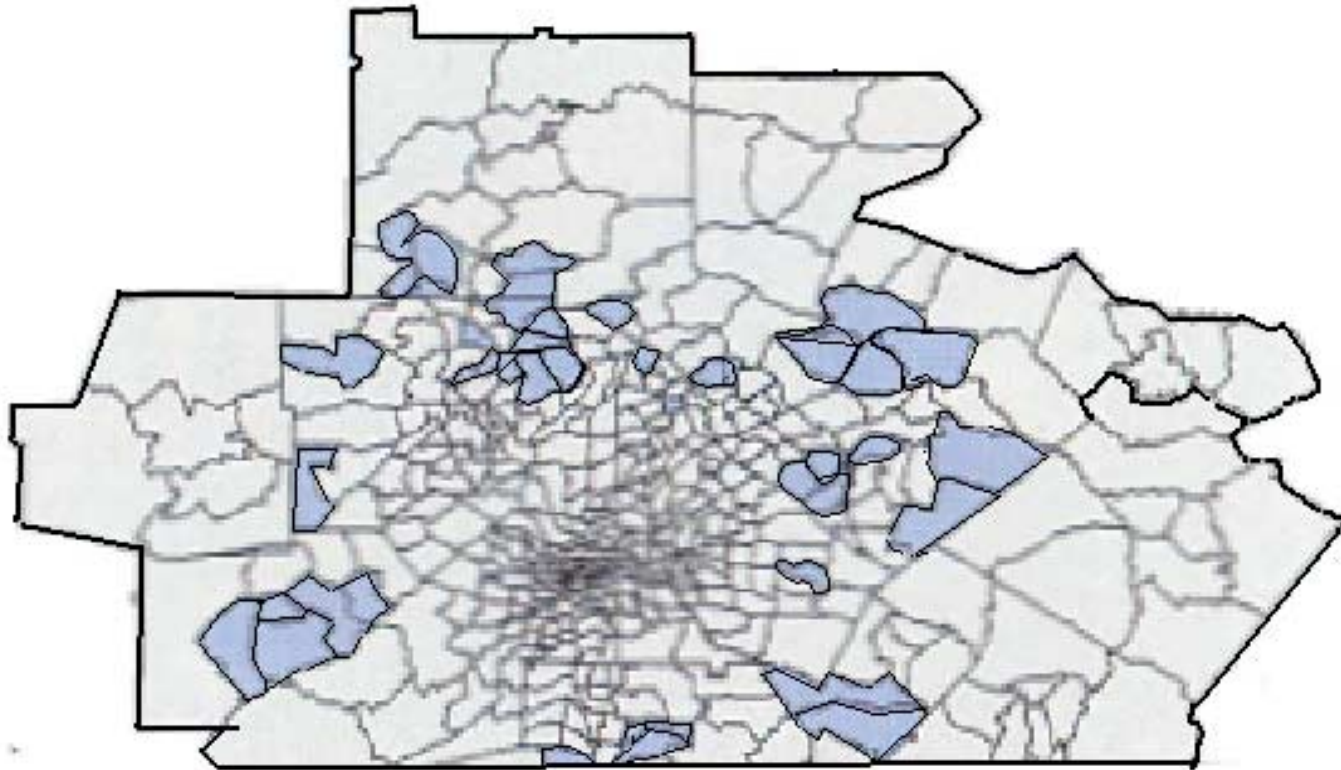
Market researchers and real estate agents at Star Enterprise in Atlanta, Georgia, use GIS to find the best sites to build new Texaco gas stations.

Decide What Makes a Good Site

Analysts set the requirements for the site:

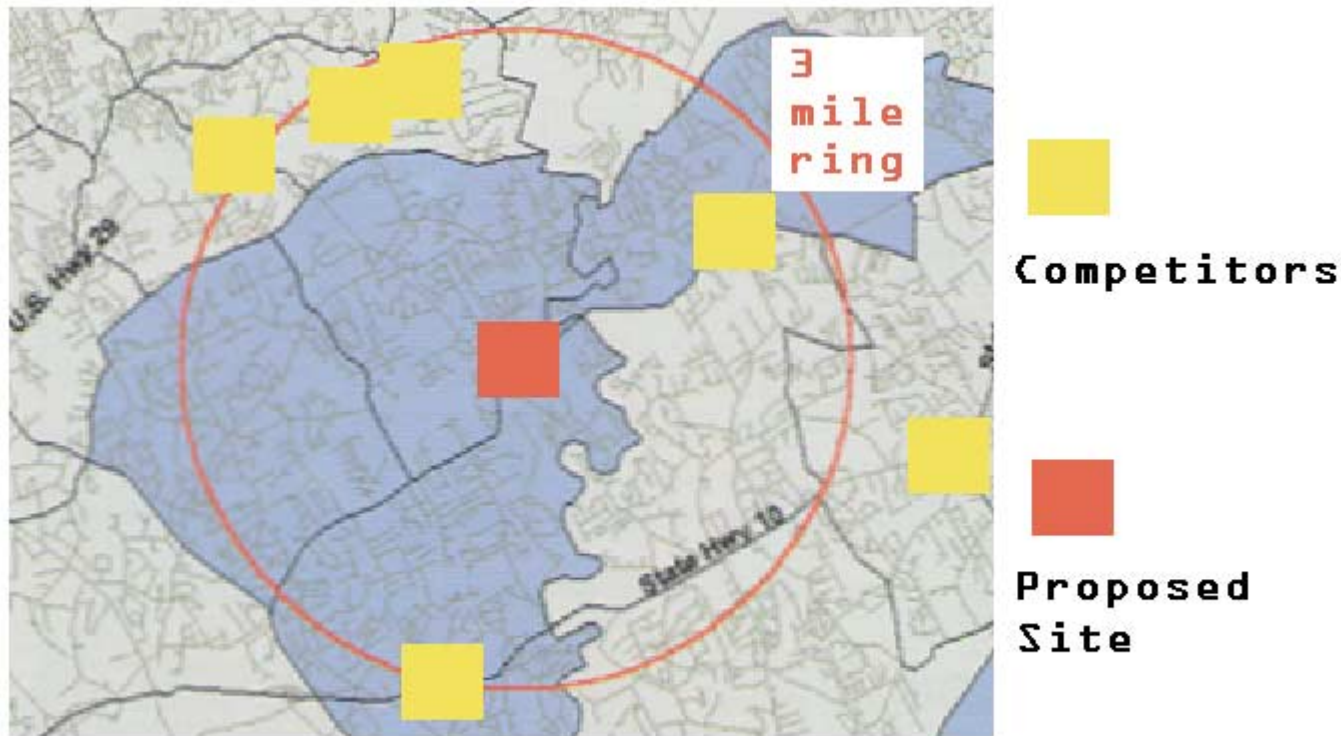
- busy intersection
- neighborhoods with many potential customers
- neighborhoods with few competitors

Start the Search



Census tracts in the region that meet demographic criteria (eg. Age and Income) indicated by light blue shading
(Mitchell, 1997)

Narrow the Search



Identify the intersections in the selected neighborhoods (light blue areas) that have high traffic counts and few competitors nearby

(Mitchell, 1997)

Make the Decision

- Analysts calculate the projected sales at each intersection with a high traffic volume.
- Identify best intersection taking into account nearby competitors.
- Real estate agents look at individual lots at each intersection to decide on the final site.

How Can Your Firm Benefit From Palmer Consulting?

- Site selection for new locals will be greatly enhanced.
- Better locations found in a short amount of time.
- Know where the competition is.
- Be more confident with up and coming sites.

References

Ecotrust. *What is GIS?* April 18, 2000.

http://www.ecotrust.org/mission/what_is_gis.html

McMullin, Shaun K. *Business Applications of Geographic Information Technologies & GIS*. April 17, 2000.

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Mitchell, Andy. *Zeroing In*. 1997-1998 Environmental Systems Research Institute, Inc. Chapter 9: Business.