

Where and how big? Location and scale of operations

A Level 9.1.1 Location · 9.1.2 Scale of operations

Dr Moaz Tariq · Cambridge International AS & A Level Business 9609

Running case: Holloway Ceramics · 60 minutes

How this topic is examined

Paper 3 · Decision-making · 60 marks · 1 h 45

Calculate weighted location scores [2]–[4]

Calculate average (unit) cost [2]–[4]

Analyse location factors or economies of scale [8]

Evaluate which location to choose [12]

Paper 4 · Business strategy · 40 marks · 1 h 15

Evaluate an offshoring or reshoring decision [20]

Advise on expanding the scale [20]

Use the timeline and data

Link location to strategy

Typical questions on this topic

Analyse two factors that may have determined the location of [business]. [8]

Refer to Table 1.1. Calculate the weighted score for Site X. [2]

Evaluate which location [business] should choose for its new factory. [12]

Analyse two benefits to [business] resulting from internal economies of scale. [8]

Evaluate the economies of scale [business] might gain from expanding. [12]

By the end of this lecture you can...

- 1 Analyse the factors that determine location and relocation.
- 2 Distinguish local, national and international location decisions.
- 3 Evaluate offshoring, reshoring and the impact of globalisation.
- 4 Calculate and judge weighted location scores.
- 5 Explain internal and external economies and diseconomies of scale.
- 6 Link scale to average (unit) cost.

END OF PREVIEW

Get the full lecture, notes and exam resources

Full slides, notes handout, revision sheet, practice paper, mark scheme, model answers and answer templates are included with the Exam Masterclass.

Join the Exam Masterclass

gceeducation.com