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Chapter 7: Site Selection

Tools:

- Printer
- 8.5" x 11" paper
- Scissors

Directions:

1. Print
2. Fold paper in half vertically
3. Cut along dashed lines

aesthetics

Ideas or opinions about beauty.

- FOLD -

01 of 16 E-Flash Cards



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brick-and-mortar business

Company with a physical store or facility for at least a portion of its operation.

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division of labor

Assigning a worker or group of workers to a specialized task for increased efficiency.

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e-business

Any business process conducted by using computers or on the Internet.

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e-commerce

Buying and selling of goods or services through the Internet.

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economic indicators

Statistics about the economy indicating how it is performing.

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floor plan

Scale drawing showing how an overall space will be divided.

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hybrid business

Blend of two or more location types.

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inflation

Increase in the price of goods and services over time.

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layout

Physical arrangement of a business.

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lease

Legal contract to use property owned by another person or company for a specific amount of time.

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lessee

Person paying to rent the property.

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lessor

Owner of a rental property.

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tenant improvement

Cost to remodel existing interior
space for a new business.

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trade area

Area from which a business expects
to draw most of its customers.

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visual merchandising

Process of creating floor plans and
displays to attract customer attention
and encourage purchases.

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16 of 16 E-Flash Cards