

WEBER'S THEORY OF INDUSTRIAL LOCATION GRAPHIC ORGANIZER – ANSWER KEY

Factors that Influence Location	Definition	Huffy Bike Company	Braum's Corporation
Historical Identity	<i>Definitions are written by students from the PowerPoint.</i>	The Huffman Corporation was located in Ohio.	Began in Emporia, Kansas as ice cream stores.
Agglomeration of Economies		The company used nearby steel and rubber companies that helped them to build bicycles.	Braum's bought a butter factory at first. Braum's owns its own feed mill, dairy herd, dairy processing plant, bakery, stores and delivery trucks.
Markets		Western Auto Stores, Firestone Stores, Wal-Mart. Huffy created unique bikes to expand its markets.	Braum's sells to 280 stores within 300 miles of Tuttle, OK.
Labor		Huffy used laborers in Ohio, Mexico, and eventually China. They tried to find cheap labor.	Braum's uses U.S. workers.
Transportation		Trucks and railroads were used.	The company uses Braum's trucks and the interstate highways.
Availability of Raw Materials		Rubber and steel in Ohio is the only mention of raw materials.	Milk, butter, and cheese are from their dairy herds, Grain mill is to feed the cows.