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| **HUMAN FACTORS**   * **Skilled Labour:** In some industries especially quaternary it is important that there is an availability of skilled labour. * **Cheap Labour:** In other industries like clothes production an availability of cheap labour is very important. This why many clothes factories locate in LEDCs. * **Available Capital:** For industries to build factories or offices, research and develop new products or enter new markets, they need access to money. * **Market:** For any industry to survive, they need customers. Therefore it is very important to locate near their potential market. * **Supply Network:** Most industries have a large supply network. To ensure the smooth production of products it helps being close to suppliers. * **Good Housing:** To attract any workers it is important to have suitable housing nearby. For quaternary industries this might be good quality housing for secondary industries this might be high density cheaper housing. * **Good Schools and Hospitals:** Again to attract workers and especially their families, it is important to have good nearby schools and hospitals. * **Nearby Universities:** For quaternary industries that carry out a lot research and development they need to be located near universities that have skilled workers and available laboratories. * **Transport Links:** It is important to be close to good roads and rail links so that industries can receive supplies and distribute products. * **Good Communications:** It is now very important for industries to have good communications so that they can contact suppliers and customers. * **Reliable Electricity and Water Supply:** For all industries a constant electricity supply is essential because industries can't afford breaks in production. | **PHYSICAL FACTORS**   * **Flat Land:** It is a lot easier to build on flat land than hilly land so most industries look for flat sites. * **Available Land:** If industries are successful they will want to expand, so most industries will look for sites that have the potential to expand factories/offices. * **Unpolluted Land (Greenfield Site):** Most industries would prefer to build on greenfield sites. This is because there are no clean up costs before building. * **Natural Transport Links:** In an increasingly globalised world, products are now sold worldwide. Therefore it is important to be close to natural transport routes e.g. rivers and the coast. * **Available Raw Materials:** For any industries that use raw materials (especially weight loss industries), it is very important to be close to them. * **Renewable Energy Sources:** It is becoming increasingly important for companies to demonstrate their sustainability. Therefore it will become increasingly important to have access to renewable energy sources (wind and sun). * **Nice Environment:** For tertiary and quaternary industries who are trying to attract skilled workers it is useful to be near a nice environment to make working their more attractive. * **Water Supply:** For many industries, especially manufacturing, it is very important to be near a reliable water supply (river or reservoir). * **Climate:** For some industries a good climate can be very important. For example you would not locate a solar panel research and development company in a place where the sun never shines. |