

KIRKHOF CENTER 2270

*Assessing the Business Location of Siciliano's Market, Grand Rapids, MI*

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The location of a business is vital to its success or failure. Siciliano's Market, Grand Rapids, MI specializes in rare and local micro-brewed beers and beer making supplies. The purpose of this research is to examine to what extent Siciliano's Market is optimally located to serve its intended market. Interviews were conducted to identify the key demographic variables of the target market. A range of census data covering race, income, age, sex, and education were collected at the census tract level for Ottawa and Kent counties. GIS techniques were then used to display and analyze the demographic characteristics of the local market for Siciliano's Market.