

Coca-Cola Bottling Plant Simulation

Directions: Your group has been tasked by Coca-Cola to decide where to locate a bottle distribution center within Agoura High School. The bottling distribution center is where the final product will be produced, the Market is where your product will be sold. Your group will create a business plan to present to a panel from the company. You will need to use Weber's Model of Industrial Location and Christaller's Central Place Theory to justify your placement. Be sure to follow the rules set-up by Coca-Cola and Agoura High School. Answer the questions below before designing the business plan regarding industrial location.

Considering the ideal characteristics of this bulk-gaining industry, your design team should determine the best locations in the school for each of the following aspects of production. These must be placed on your map.

Using the school map, decide where each aspect of production should be located.

Students are your market. On the school map you must depict a minimum of three markets: the main market, as well as two secondary market locations. Don't forget about threshold and range.

You must also decide where on campus is the best place to bottle the soda in order to lessen your transportation costs to the markets. All products must be taken to the Bottling Distribution Center prior to markets.

You will submit:

1. A printed map with all markets and distribution centers clearly marked. You can use Kami and or another annotation format to mark the digital map provided. (10 points)
2. A typed one full page (single spaced, size 12 Times New Roman font) justification of your placement of all locations using a minimum of 10 AP HuG terms in proper context. (20 points)