

Answers to Exercise Questions

CHAPTER 1

Seeking and Evaluating Marketing Opportunities

An orientation to ArcMap

Exercise questions

In exercise 1.2

Are the most attractive prospective customers located in the immediate vicinity of the Silver and Stones store?

No, they are distributed across the area, but concentrated outside the central Santa Fe area, which is where Silver and Stones is located. The census tracts in the immediate vicinity of the store have lower levels of jewelry purchases per household.

Based on this conclusion, which strategy do you recommend to the Buells? **Strategy 2**

How many B&B inns are within two miles of the Silver and Stones store? **15**

How many total guest rooms are available in these inns? **93**

Do these values meet the constraints imposed by the Buells? **Yes**

Based on this information, is the B&B shuttle proposal feasible? **Yes**