

|            |        |         |          |               |
|------------|--------|---------|----------|---------------|
| location   | market | labour  | delivery | transport     |
| production | growth | factors | country  | international |

When businesses decide to locate their operations in another \_\_\_\_\_, they have to consider many of the same \_\_\_\_\_ involved in deciding on a local location. There are several reasons why a business may choose an international \_\_\_\_\_.

Firstly, it can help the business to achieve \_\_\_\_\_. If a business has been successful in its home \_\_\_\_\_, choosing a location abroad might be the best way of accessing new markets and expanding the business. Another reason for choosing an \_\_\_\_\_ location is that it can reduce \_\_\_\_\_ costs. A business might choose to move to another country where \_\_\_\_\_ costs are cheaper. For example, labour costs in Asia are usually cheaper than in Western Europe. Finally, if a business is selling to an overseas market, they can reduce \_\_\_\_\_ costs and \_\_\_\_\_ times by locating the business closer to the market.