

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.