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Course

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## Importance of a Business Location

### **Introduction**

The factors considered when making the decision for locating an activity, event, service, or any other business enterprises are essential. Undeniably, location has either a direct or indirect impact on the overall success. Ireland, Hoskisson, and Hitt mentioned that a place has a difference as it determines several potential issues such as customer access, transportation, availability of offices and other facilities, room for expansion, and quality of service delivery (160). It is irrefutable that the current world is subjected to several natural and human-induced disasters. For that reason, the health and safety of people are at stake, particularly when they are located in remote rural areas, with limited healthcare facilities. Since such people are in serious need of emergency medical services, it is worthy to locate a temporary care organization in a rural area; therefore, stakeholders should consider the availability of expansion space, political goodwill, electricity supply, transport network and means, and personnel when determining a health center site.

### **Factors to Consider When Locating a Healthcare Center**

The critical deliberation is the accessibility of the facility to the patients. First of all, the communities in the rural areas face the challenge of receiving care services within close promiscuity, especially during an emergency period. The limited medical organizations are always overcrowded and overwhelmed, and it results either in delayed services or, in worse case

scenarios, deaths. Therefore, locating the clinic in the countryside brings the services closer to the people in need. It is also vital to consider the availability of enough space to site the facility including the offices, laboratories, and other necessary requirements. The road network will facilitate the delivery of medication and quick arrival of patients requiring emergency attention. On the same note, availability of electricity should be considered when choosing a location because most machines in a health facility need power to operate. Therefore, the facility should be located in a place with an already developed road network or transport mode.

Other than deciding on a location of a dispensary based on the availability of roads and electricity, it is paramount to consider the welfare of the personnel that will work there. Further, Oster and Braaten claimed that setting a healthcare institution in the rural areas should consider the presence of manpower, which includes the doctors, nurses, medical clinicians, volunteers, and other practitioners (129). Although the goal can be achieved through outsourcing personnel and cooperating with the local professions, Somers, Cain, and Jeffery also stated that organizations require effective communication and marketing strategies, which include print and digital media to pass the information to the clients about the existence of the facility (67). Other essential factors to value are the national and local regulations that determine the location of healthcare center. Moreover, the political stability of the area is vital to ensure the safety of the patients and practitioners. In addition, the stakeholders must take note of the cultural attributes of the local communities to allow investment in culturally competent care systems (Oster and Braaten 129). Therefore, availability of medical professionals, political goodwill, advertisement media, and culture of residents affect the location and operation of a health center either positively or negatively.

## **Conclusion**

Location of any organization requires multiphase decisions. For that reason, siting a rural-based care facility should be done after accommodating various factors. The issues include the accessibility of the clients and the organization, transportation networks and means, and health and safety of the practitioners and the patients. In addition, availability of expansion space, manpower, and media of communication are imperative. Political stability and culture of the communities must also be taken into account. In essence, the clinic provides adequate, timely, and quality care if rightly located.

### Works Cited

- Ireland, Duane, R., Robert E. Hoskisson, and Michael A. Hitt. *Understanding Business Strategy: Concepts and Cases*. Mason, OH: South-Western Cengage Learning, 2008.
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- Somers, Gillian, Julie Cain, and Megan Jeffery. *Essential VCE Business Management: Units 1 and 2*. Cambridge: Cambridge University Press, 2011.