

City and Regional Planning Department

**CRP 514: Geographic
Information System.**

Fall, 2000.





Prospective sites for Giant stores super markets in United States of America.

By:

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Sunday: January 7, 2001



Introduction

Finding the best way for expanding business requires several types of information, which linked with geographic location. Information about the amount of customers who need the service and where these customers living is important, as well as the accessibility to these service locations.



Project statement

The Giant stores super markets owner has decided to expand his business and open new branches in United States of America. The owner wants to find the best sites for his new super markets. From economic point of view such decision depends upon the amount of population in specific area and the accessibility of these super markets.



Objective:

The specific object of the project is to propose suitable sites for the Giant stores super markets. Moreover, to provide customers by the nearest Giant stores super markets, considering the following stages:

Stage 1:

In the region that has population >48 millions, open super markets in the cities those within 1.5 miles from the highway and have population > 14 thousands.



Stage 2:

Then, open super markets in all cities those within 3 miles from the highway and have population > 12 thousands.

Stage 3:

Provide the customers with the nearest Giant stores super market.



Methodology:

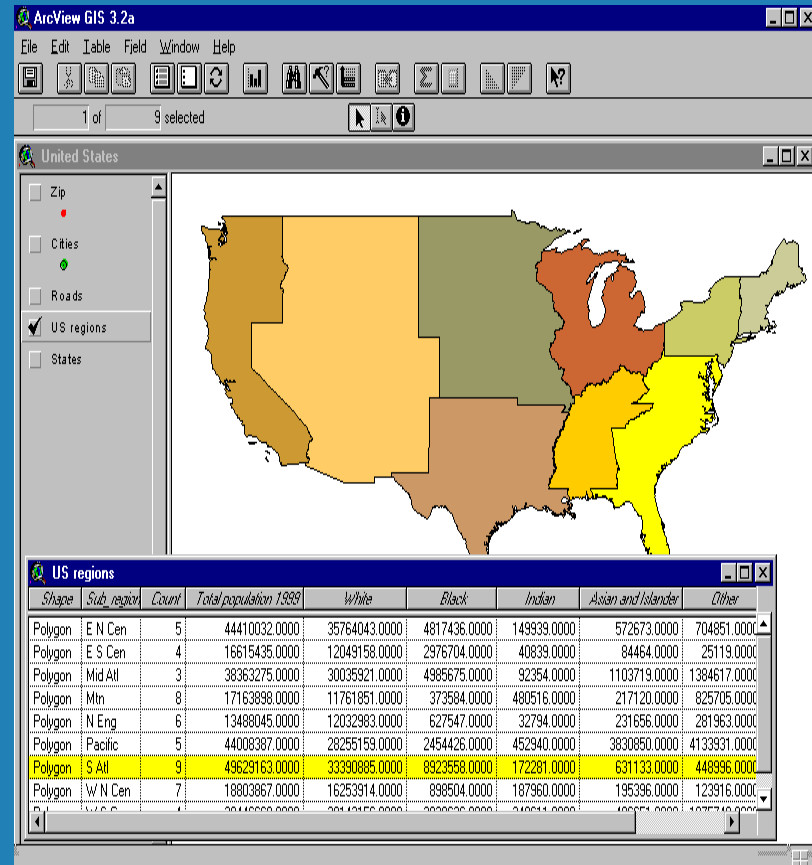
Spatial analysis carried out to identify the suitable sites for the Giant stores super markets. The spatial analysis performed on the project include the following stages:

Stage 1:

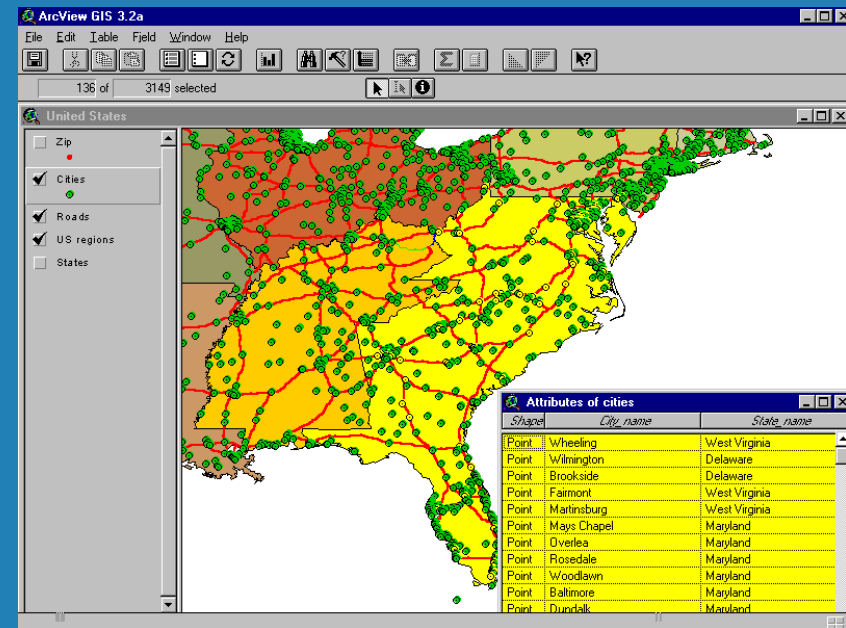
United States was classified to 9 regions and the states with every region were merged.

Summary table containing regions and numbers of counties was constructed; another summary table containing population by region was created. The two tables were linked, as well as the population of White, Black, Indian, Asian and Islander, Other and Hispanic.

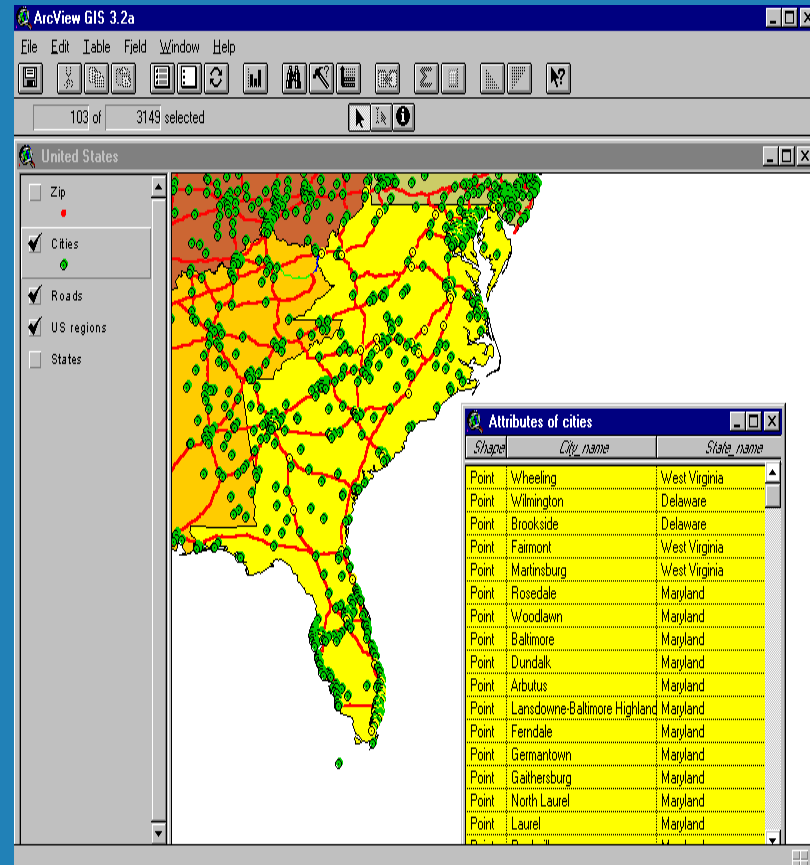
The region that has population > 48 millions was selected using query builder.



Cities within South Atlanta region (the selected region), those within 1.5 miles from the highway were selected by using select by theme tool. The result was 136 sites.

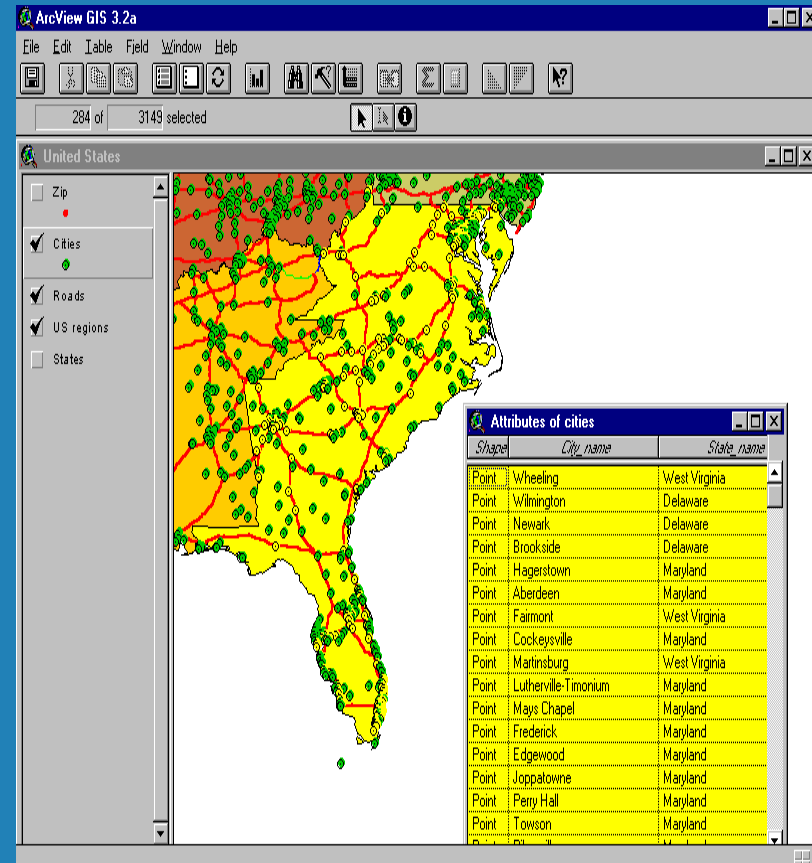


Those cities were refined by selecting cities those have population > 14 thousands using query builder tool. The result was 103 sites.

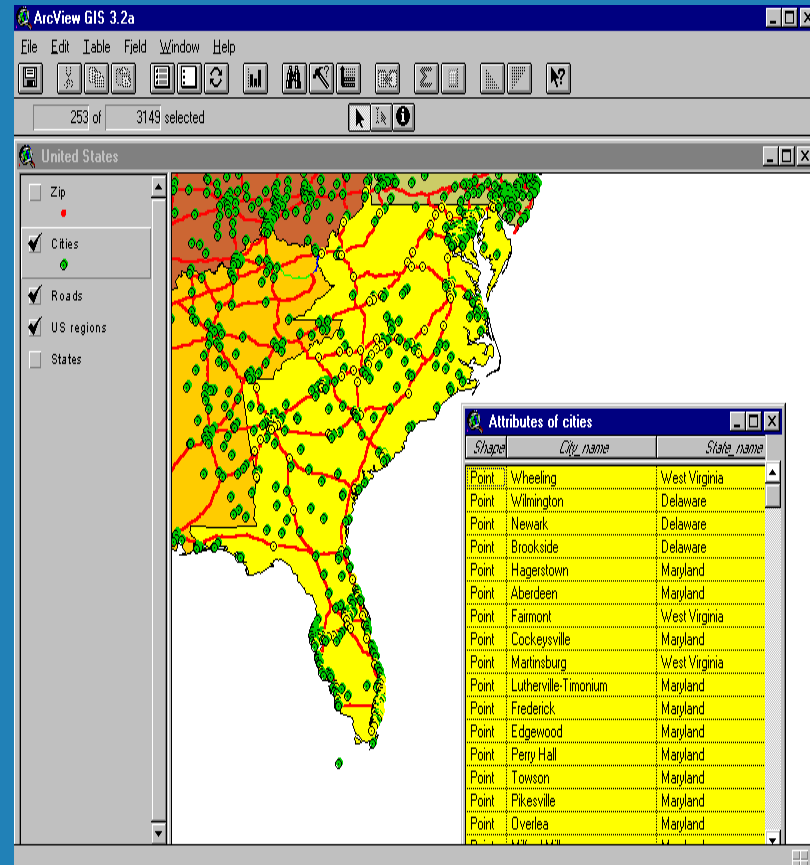


Stage 2:

Cities within South Atlanta region, that within 3 miles from the highway were selected by using select by theme tool. The result was 284 sites,

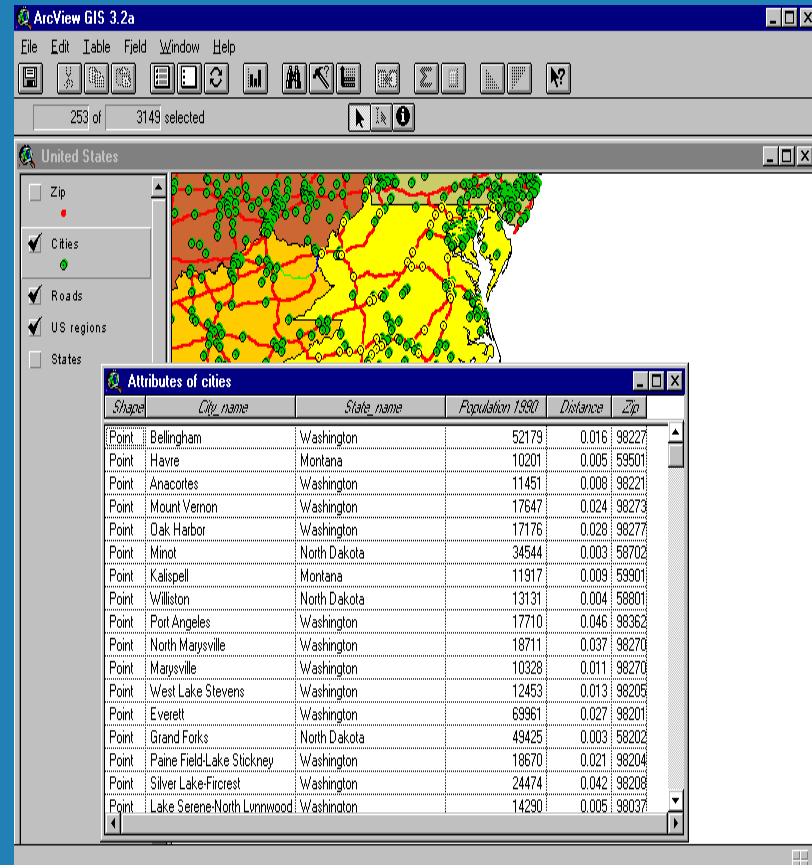


Those cities were refined by selecting cities those have population > 12 thousands using query builder tool. The result was 253 sites.



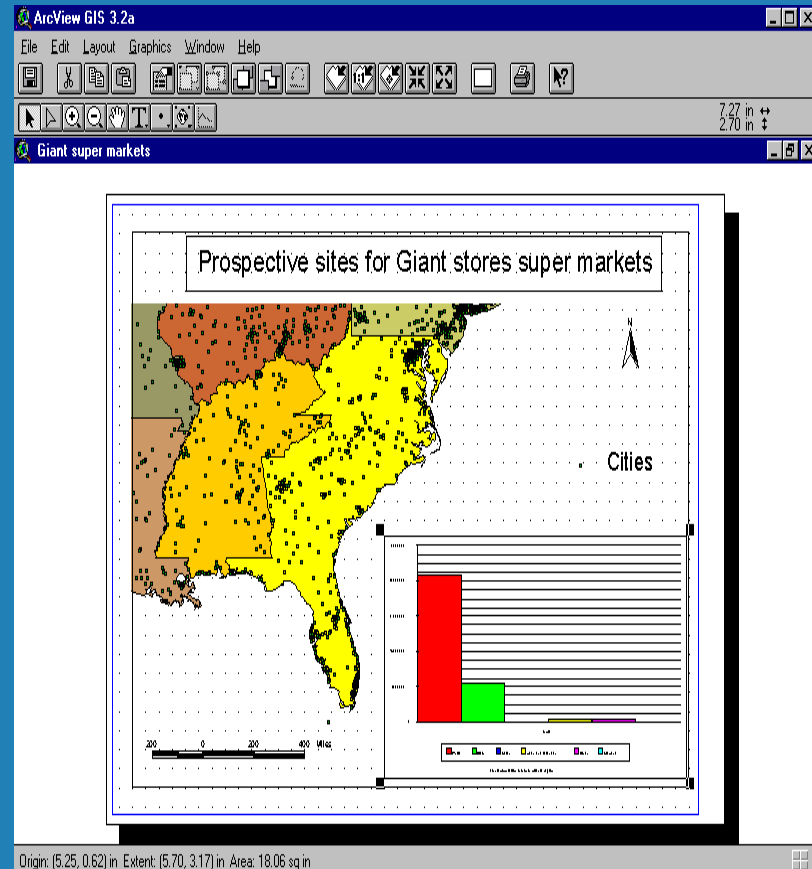
Stage 3:

Zip code attributes were spatially joined to the cities attributes. By using the nearest relationship the distance field was created. When a caller gives his zip code, the nearest Giant stores super market site can be located from the table.



Finding:

At the final stage of the project, graphic representation in form of map was created with its corresponding legend. The map showed the prospective sites for the Giant Stores super markets





Conclusion:

The aim and objective of designing this project was achieved in the sense that the prospective sites for the Giant Stores super markets were identified at the final stage of this analysis. In the first stage 103 sites were opened and another 150 sites (total 253 sites) were added in the second stage. Finally, a service for providing customers with nearest Giant stores super markets was accomplished.

**Thanks for
listening**

