

TABLE 4.1
Types of Locational Orientation of Industry

ORIENTATION	DECISIVE CHARACTERISTIC	OPTIMUM LOCATION	EXAMPLES
Transport-cost oriented	High bulk-to-value ratio, hence transport inputs relatively important		
Materials oriented	Weight- or perishability-losing process	Close to materials sources	Ore refining, steel, fruit and vegetable canning
Market oriented	Weight-, perishability-, or fragility-gaining process	Close to market	Brewing, baking, automobile assembly
Production-cost oriented	Low bulk-to-value ratio, hence transport inputs relatively unimportant		
Labor oriented	Labor-intensive process	Low wage area*	Textiles
Power oriented	Power-intensive process	Cheap power area	Aluminum refining
Amenity oriented	Employs high proportion of specialized, highly paid personnel	Attractive physical and social environment	Research and development
Communication oriented	Need for face-to-face contact with customers or suppliers	Close to customers or suppliers	Corporate head offices, advertising, law, investment banking
External-economy oriented	Need for specialized ancillary services	A city of appropriate size or specialized character	Apparel manufacturing, broadcasting

* For labor of the required skill level.