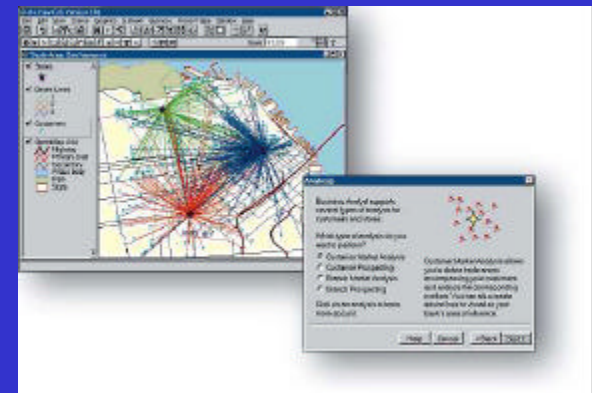




# Business Geography

Business geography is the integration of geographic analysis & reasoning with geographic technology for the purposes of improving the business decision.



# Business Geography

## Business geography is not a new topic.

1850s - geographers developed the gravity model, still used today for calculating trade areas.

1930s – geographer and BG pioneer William Applebaum developed “Customer Spotting” and “Analog Method,” the foundation of contemporary retail location strategy

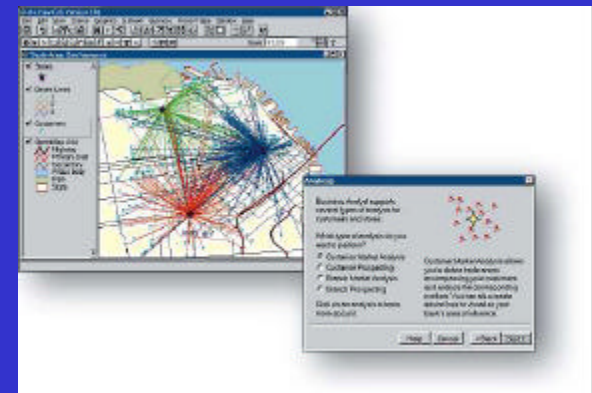
1990s, TIGER/Line files, CD-ROMS, VB, and fast CPUs, increased the productivity of BG

1990s, *Geo Info Systems* (now *GeoSpatial Solutions*) and *Business Geographics* brought GIS and BG to the forefront of industry practitioners

# Business Geography

Business geographers find employment in:

- Multi branch retail
- Banking
- Insurance
- Corporate Real estate
- And more



# Business Geography

## Reported income of business geographers:

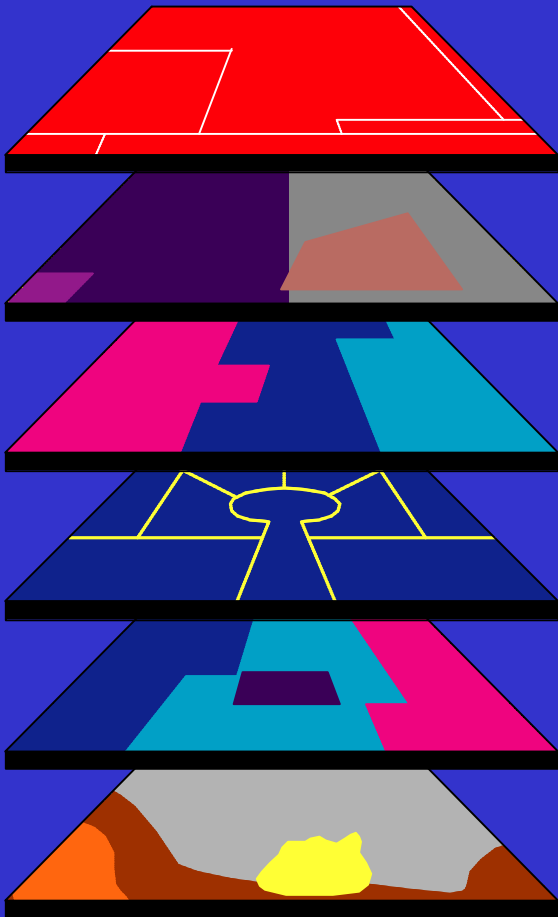
- **BA level -- \$32K to \$42K**
  - If VB fluent, add \$5k
- **MA level -- \$45K to \$52K**
  - If 2 years experience, add \$25K
- **Ph.D. level -- \$75K to \$120K**
  - add \$25K for moderate experience
  - add \$100K for in-depth experience
  - add \$200K for industry wide leadership

# Business Geography

## The Business Geographer Knows:

- Analysis
- Data
- Software and technology
- Programming
- How to keep up with industry trends
- People

# GIS Integrates Business Data



## Market Data

- ✦ Prospects
- ✦ Real Estate
- ✦ Demographics
- ✦ Competition
- ✦ Consumer Lifestyle

## Infrastructure

- ✦ Buildings
- ✦ Roads
- ✦ Features

## Sales Data

- ✦ Products/Services
- ✦ Client Locations
- ✦ Revenue Data

## Facilities

- ✦ ATM Locations
- ✦ Branch Locations
- ✦ Corp. Facilities

## Administrative

## Boundaries

- ✦ Branch Territories
- ✦ Trade Areas
- ✦ Service Areas
- ✦ Zip
- ✦ Census

## Environmental

- ✦ Natural Disasters
- ✦ Topographic
- ✦ Bio Hazards
- ✦ Toxic Sites

# GIS-Business Data 'Layers'



- Streets, Parcels
- Retail Locations
- Warehouse Locations
- Customer Data
- Demographic Data
- Revenue Data
- Consumer Lifestyle Data
- Competitor Data

# Courses In Business Geography At University of Florida



- **Geo 3602** - Urban & Business Geography
- **Geo 4620** – Business Geography Integrating Theory
- **Geo 5157** – GIS For Economic Geography & Business Decisions
- **Geo 6509** – Seminar In Business Geography

# Supplemental Courses For The Business Geographer



- **Expected (required)**
  - The foregoing business geography classes,
  - plus
    - Foundations Of GIS
    - Introduction To Quantitative Methods
    - Intermediate Quantitative Methods
- **Optional**
  - Courses in satellite imagery, computer cartography

# The Business Geography

## Major or Minor



- **Major**

- The foregoing courses listed as “optional” would be expected, along with other departmental requirements

- – **Minor**

- Only the foregoing “expected” or “required” courses
- A complimentary business major, such as:
  - Real estate
  - Marketing
  - DIS (decision & information sciences)
  - Economics
  - Etc.

# What to look for in a business geography instructor ?



- **Recognized academic leader**
- **Recognized by practitioners as the expert**
- **Recognized GIS industry technology leader**
- **To the student, this recognition means:**
  - **Contact network / job opportunities**
  - **Relevant & rigorous knowledge**
  - **Understanding of how practitioners value academic training**

# What differentiates a business geographer from say a traditional economic geographer ?



*Experience* and drawing from the body of knowledge that can be demonstrated to be applied to improve the business decision

# About Grant Thrall

## *GeoSpatial Solutions*

- **Software and data review editor,**
- **ShopTalk (Business Geography)**
- **Editorial Board**

## **American Real Estate Society**

- **Elected Member of the Board of Directors**
- **Co-editor *Journal of Real Estate Literature***
- **Editorial Board, *Journal of Real Estate Research***



## **Appraisal Institute**

- **Editorial Board, *Appraisal Journal***

## **General Academics**

- published over 100 articles,
- authored or edited over a dozen books
- in press, “Business Geography & New Real Estate Market Analysis”

## **Consulting (field experience)**

- For over ten years has been recognized as one of the top three industry consultants

# Business Geography Examples

- Geodemographic report

- The business geographer must know which commercial software products produce which reports, and which products provide the best dollar value for the “client”
- The business geographer must know how to integrate the report into the business decision
- The business geographer must be capable of advising the client as to their needs



## Sample Of Former UF Business Geographers

- Gavin Thomas, Darden Restaurants
- Juan del Valle, Blockbuster Entertainment
- John Casey & Aracibo Quintana, TutorTime
- Paul Amos, Wharton School, University of Pennsylvania
- ... many more

# To Learn More About Business Geography



## Publications

- *GeoSpatial Solutions*
- *Business Geographics*
- G. I Thrall, 2001. *Business Geography & New Real Estate Market Analysis*, Oxford University Press: London & New York (in press)

## Internet sites

- [www.ProfessorGrantThrall.cjb.net](http://www.ProfessorGrantThrall.cjb.net)