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Dole Foods Distribution Center near Chicago, Illinois: a Site Suitability Analysis

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MRKT3541 - Geoanalytics

Spring 2021

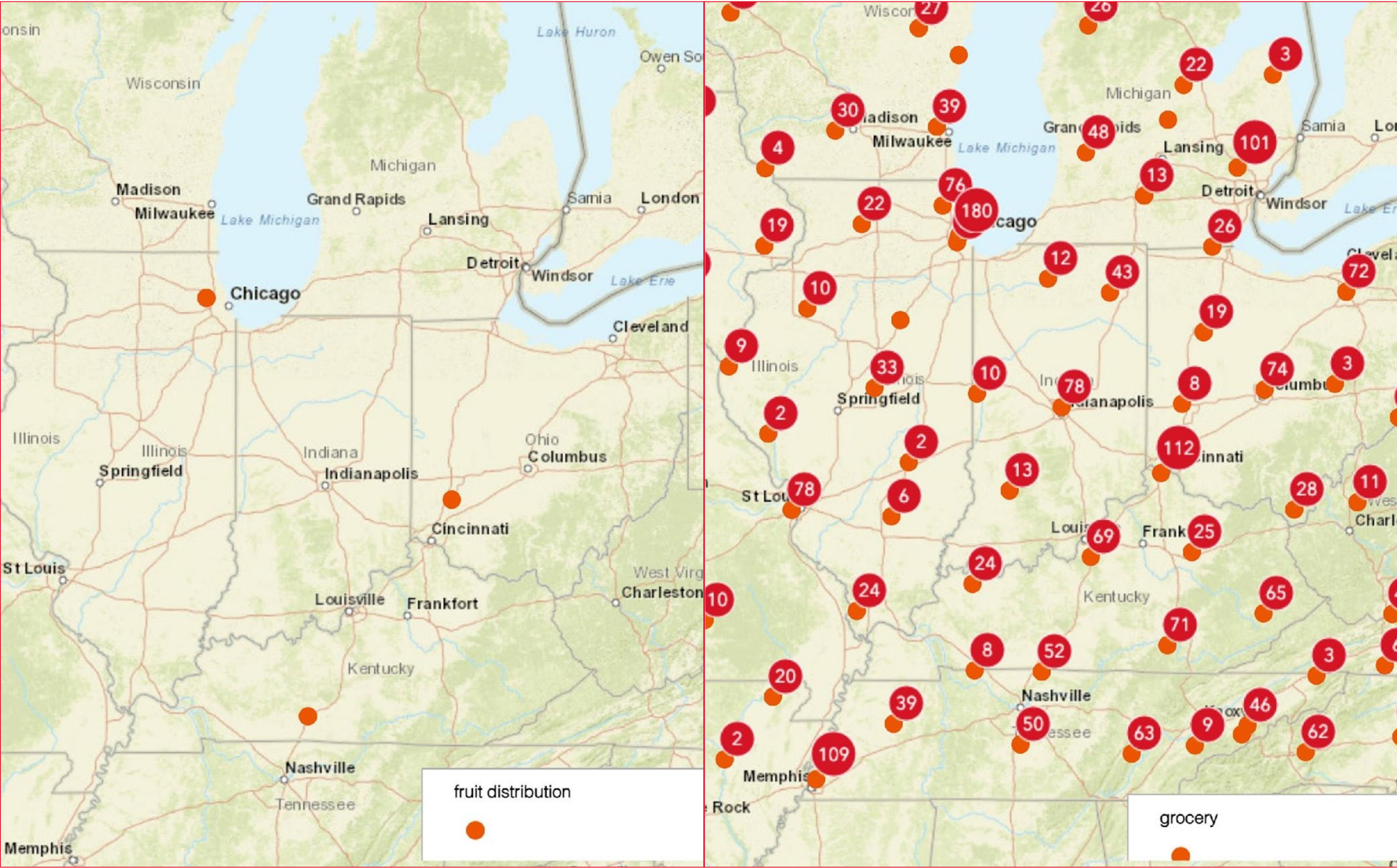
14 April 2021



Dole Foods Distribution Center in Chicago, Illinois

By Corey Frye

Industry Analysis



Distributers

Grocery stores

There are 3 distribution centers within the greater area of Illinois.

The abundance of grocery stores in this area are important, as Dole could be a potential supplier.

Conclusion

Dole should not introduce a distribution center in Chicago. There is not enough demand in the area to maintain profitability. With lower than average fruit consumption as well as a large surplus in the food industry.

Sources

Business analyst. (2020). Retrieved April 11, 2021, from <https://bao.arcgis.com/esriBAO/index.html#>

CDC, Behavioral Risk Factor Surveillance System, 2019

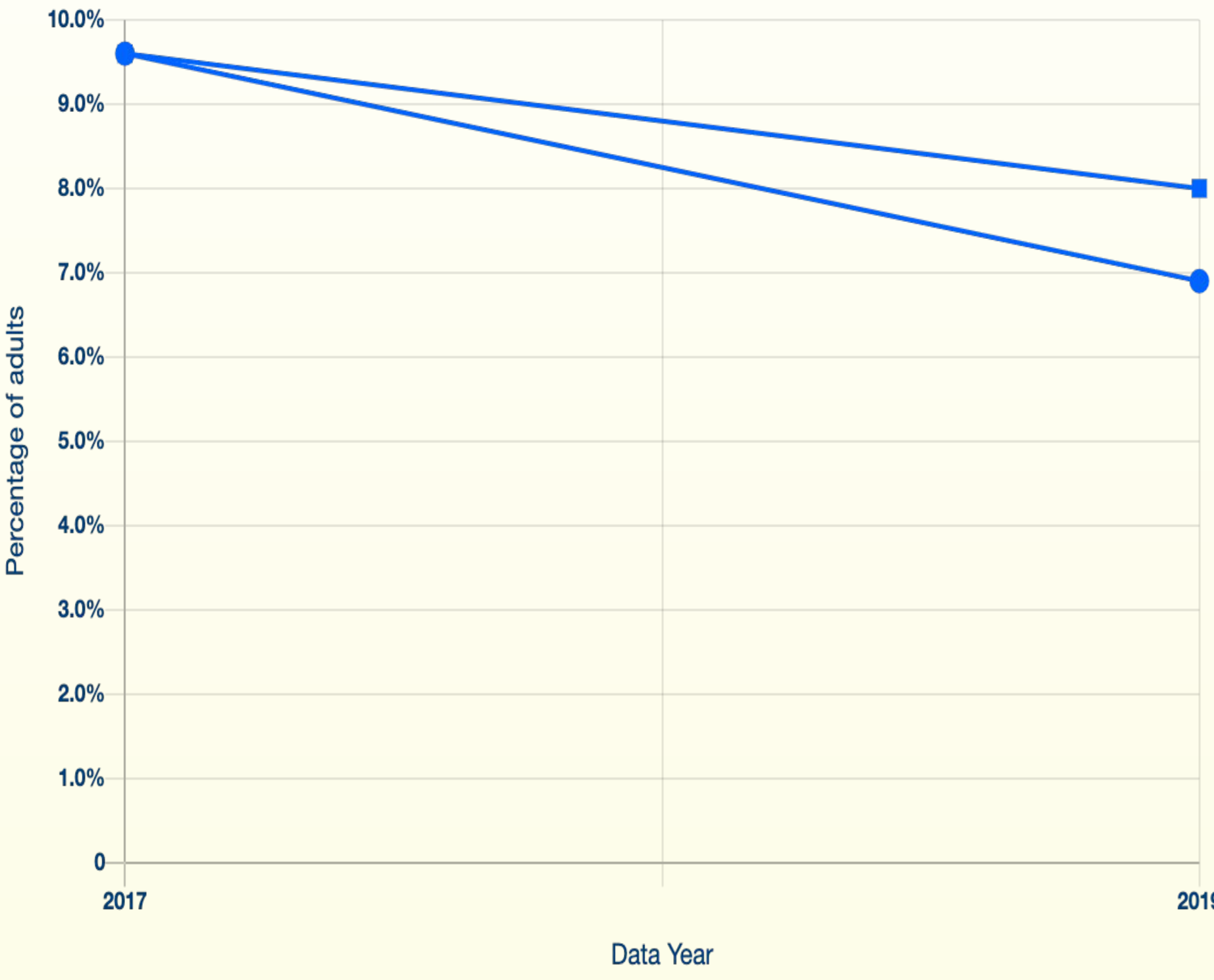


Illinois has below national average fruit consumption in these areas. This would challenge Dole to sustain profitability in this area.

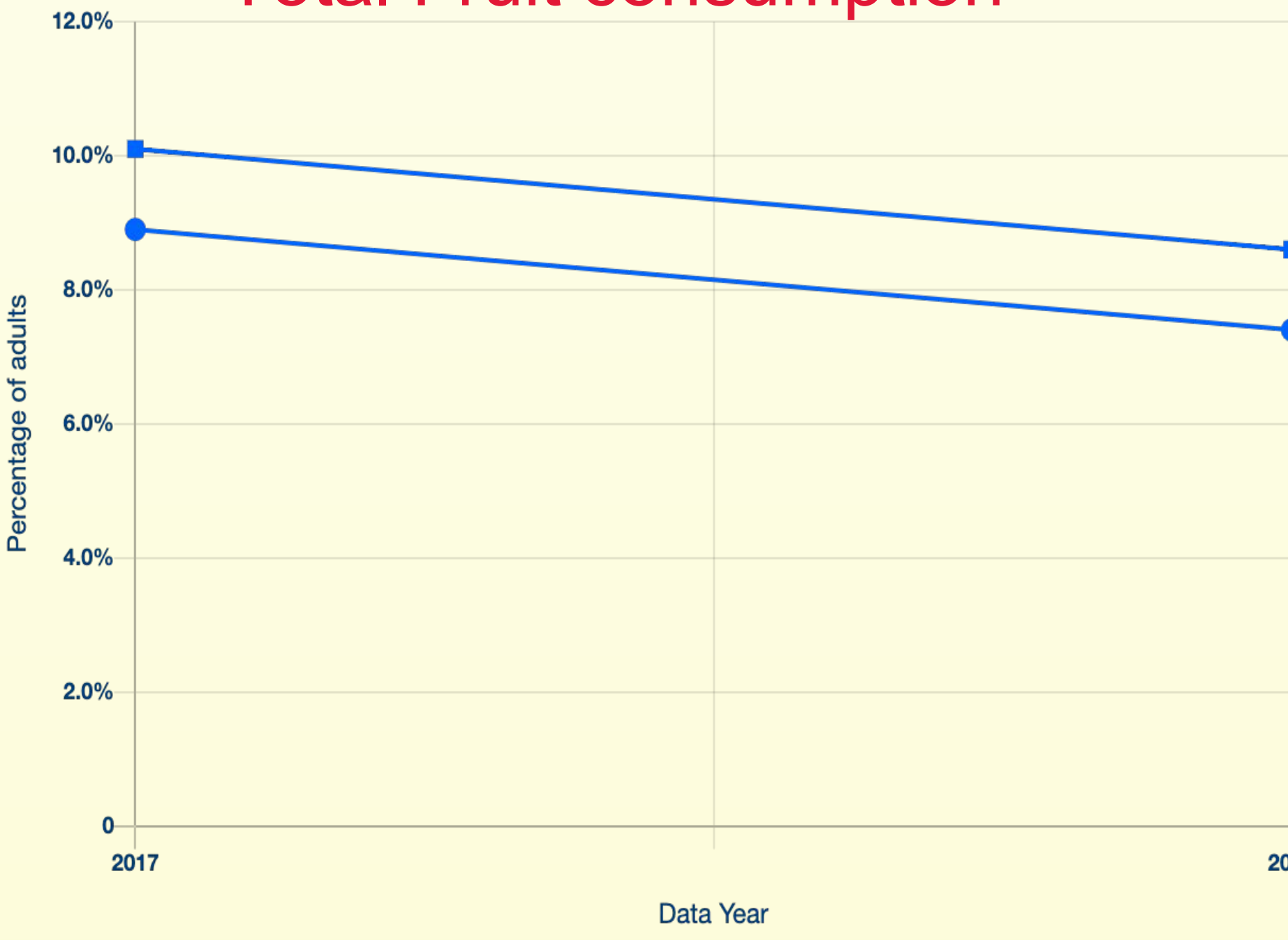
In this selected area there is access supply for the quantity demanded. As a whole the food industry in this area is at a surplus.

2017 Industry Group	Demand	Supply	Number of Businesses
Food & Beverage Stores	\$78,126,463,940	\$82,091,455,410	21,458
Grocery Stores	\$69,200,212,815	\$73,344,234,762	13,666
Restaurants/Other Eating Places	\$46,350,769,211	\$48,642,288,475	68,854
Total Retail Trade and Food & Drink	\$510,986,827,285	\$527,082,853,139	254,386

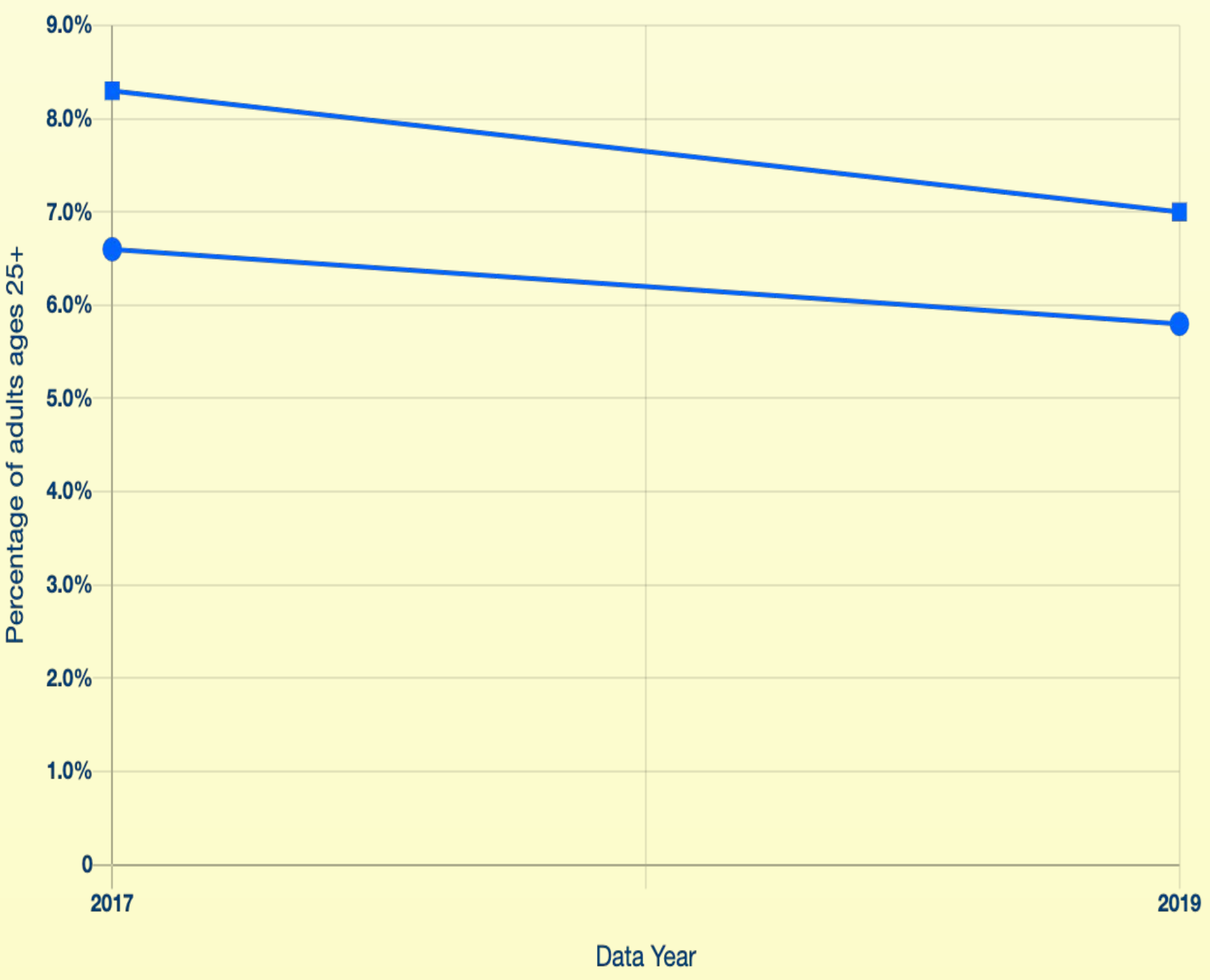
Consumer Analysis



Total Fruit consumption



Consumption at ages 18-44



Consumption \$25K-\$49K

