A small business investor who wants to open a 24-hour convenience store which will carry essentials (toiletries, water, basic foodstuffs, etc.). The investor can choose from a downtown location, a midtown location, and the suburb.

Downtown consists exclusively of hotels and corporate office buildings. Midtown has one large retailer (e.g., Safeway, Wegmans, Wal-Mart, etc.) which is open from 6:00 am and until 10:00 pm. There are many apartment buildings. The suburb has many 24-hour convenience stores and residential housing.

Considering the investor will lease the property for the convenience store, which of the three locations would be the best option for the investor. Be explicit and careful about your assumptions.

You can ignore such aspects as the socio-economic status of the consumers in the chosen area. Furthermore, assume that crime rates do not play a part in the investors decision in this case.

1. Downtown.
2. Midtown
3. Suburbs