

Software Delight

You are on the Board of Software Delight, a company that creates and markets leisure-time software for computers that utilize an MS-DOS operating system. Business has gone well enough that the company needs to expand, but it cannot expand where it is now. There will be some new hires at the new location, but they primarily will be office personnel: clerks, typists, etc. The professional staff is mobile, can move almost anywhere, and given the current economy, are very limited in their choice of jobs. You have the luxury of moving wherever you desire.

How would you rank order the following items in terms of how much influence they should have on your decision regarding where to relocate? Assume that each of the potential places where you might move could be differentiated according to the following criteria. Rank order them in importance, with one (1) being the highest rated item and eight (8) being the lowest rated item.

Criteria

- _____ 1. Distance from current location
- _____ 2. Local taxes
- _____ 3. Quality of public education
- _____ 4. Infrastructure: sewer, water, roads
- _____ 5. Recreational opportunities
- _____ 6. Cost of living
- _____ 7. Reputation of local government
- _____ 8. Cultural (ethnic, racial, religious) diversity