

Location of a Multinational | Sample answer

2014 Q9.B

Examine the 1:50000 Ordnance Survey map and legend that accompany this paper. Explain three reasons why a multinational company would be attracted to this area using evidence from the Ordnance Survey map to support each reason.

(check examinations.ie for the map)

1. A very attractive Physical landscape

The flat low lying land at sea level in this area will be easy and cheap to build on. There is a spot height of 21 metres at X 241 927. There is an abundance of green field sites surrounding Dungarvan, these will be far more attractive than brownfield sites as they will be ready to start construction on immediately. Agriculture land around Dungarvan is shown by the green landscape. This land will be cheaper to buy from a farmer than a property developer. The Colligen river could be a source of freshwater that would be essential for pharmaceutical industry production.

2. Dungarvan has a well developed transport infrastructure

Dungarvan is a nodal point, as the road network converges on the town. The N25 is a national primary road that circulates around and connects it to other towns. The road network will allow the movement of raw materials to the factory and finished products to the market. The N72, a national secondary road connected to the N25 will allow the movement of workers to and from the factory. The sea port facilities at X265932 could possibly be used to transport bulky raw materials and finished products internationally.

3. Dungarvan is highly developed service centre

There is evidence of a police station at X258 928. This will provide security to a multinational as if there was a break in, their stock and raw materials would be safer with a police station nearby. There is also two post offices located in Dungarvan, one at X265 933. This will provide communication and administrative services for the multinational. There is a fire station located at X 253 937. This will provide safety for the multinational. If a fire was to occur in the factory, the fire brigade would be close by to quickly extinguish the fire and stop further damage to the factory, the goods and Machinery.