



Geographic Information Systems (GIS)

Gander Mountain Distribution Center

Name: _____

Section: _____

Score: ____/5

Directions: Use the guidelines below to create a story map presentation for the placement of a new distribution center for Gander Mountain.

Your Story Map should include the following Maps:

Map 1: Basic Layer (all together)

- Store Lists
- Corporate Headquarters
- Distribution Centers

Analysis Layers (Separate)

Map 2: Drive time delivery map from Distribution Center

- o In 4 and 5 hr splits
- o Connect Origins to Destination Map

Map 3 Proposal for new distribution center

- o With Drive time analysis for new center (in 4 and 5 hr split)
- o Find Nearest – 20 stores

Map 4: Proposal for new store

- o Market Analysis – Population Density map included
- o Connect to Nearest Distribution Center Analysis



Directions:

Examine the Location Analysis for Distribution Centers story map for the Skechers corporation (link located on class website). Examine the different analytics and make a similar series of story maps for Gander Mountain. Make a map that includes the different layers (listed above). Make sure that the map is formatted (you will be presenting your findings to the class) so you will want to make sure the map is clean. Create a story map similar to the Skechers story map (Use a 6hr, 10hr split for drive times instead of 4hr, 8 hr). Use the same parameters to perform your analysis and then propose the placement of a new distribution center. You will be working with a partner to create a presentation on the current locations of stores and the distribution center, and then the proposed new distribution center and why.

Proposed city for a new distribution center: _____

Reasoning: _____