

An Industrial Management Strategy

for

Western Illinois

A Project Report

Presented to the Department of Geography

Western Illinois University

In Part

of the Requirements for

the Degree of

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ABSTRACT

The main objectives of this study are to investigate the industrial base of Fulton, Hancock, Henderson, Knox, McDonough and Warren counties and to assemble a strategic marketing plan for the

development prospectives of the Western Illinois Development Association.
An operations guide provides a timetable for completing the regional

industrial base in detail and provides the Western Illinois Development
Association with a short-term plan of operation.