**Role card**

**Personnel Manager**



You are looking for:

* **cheap** **labour**
* an **educated** workforce.

Key points:

* The higher the **population density** the cheaper the labour. Why do you think this is?
* Regions with a higher number of people **going to school** have more educated workers.

**Role card**



You are looking for:

* **raw materials** to bring to the factory.
* a way to **distribute** the finished cars.

Key points:

* Regions with lots of **natural resources** are important. Why?
* How will this affect the **transport costs**?

**Role card**

**Sales Manager**



You are looking for:

* A good **market** to sell the finished cars.

Key points:

* You need **people** to buy the cars.
* They must be able to **afford** to buy the cars.

**Role card**

**Production Manager**

 

You are looking for:

* A good **power supply**.
* **Efficient** production.

Key points:

* Regions with the **highest productivity** are very important. Why?
* How much does each region contribute to **Brazil’s gross domestic product (GDP)?**