

Considerations when choosing a location



- How far is your nearest rival from you?
- What is the potential for growth in this site?
- Do local council records show any road construction or changes in any bylaws?
- What types of businesses are next to you?
- What is the traffic flow like (both cars and people)?
How many people come past the location? Are they the type of the customers you want?
- Is the location on a rail, bus or tram line?
- Do you need to provide parking?
- How far do your customers have to walk to reach the location?
- How far do you expect your customers to travel to reach this location?
- What is the traffic flow like (both cars and people)?
- What is the atmosphere of the location?
- Does the atmosphere / image of the location suit your style of business?
- How much adaptation, restoration or renovation do you need to do the property to suit your needs?
- How long is the lease and does the lease allow you to sub-let if necessary?
- Do you have the capacity/ space to expand in the future?
- Is it appropriate to your business? Can you use the facility after hours? Will you disturb the local residents?
- Is it within 35 minutes travel from your home?
- Do you feel comfortable in that location?

Before deciding on a particular location, see it at different times during the day, on different days and weekends.