**1, Identify two key factors to be considered when selecting business premises for your business idea, say why you have a need for them.**

1. Location and ambiance: It is located in a busy and hip street easily accessible to potential customers, in a customer-friendly environment that offers convenience and relaxation.

2.Working from home: An integrated digital marketing strategy based on my type of business context. Social Networks With Social Media Marketing. Marketing online on Instagram, Facebook, Twitter, TikTok, Online Website and Snapchat from the comfort of my home. It’s a good way of saving money and making money from the online markets.