

Business Plan Workbook #8	
Course	Making Your Dream
Topics Addressed	The “Where” Questions

Key Points

Does Location Affect Your Business?

For some businesses, location can mean the difference between success and failure. But for other businesses, location is much less important than finding an affordable space.

To figure out if location is important to your business, you should think about how you interact with your customers.

Do your customers come to you? Or do you go to your customers?

If your customers **come to you**, location will probably affect your business. You will probably want to locate your business in a place that is convenient and accessible, so that customers don't have to go out of their way to find you.

If **you go to** your customers to sell your product or service, then location is not as important to the success of your business.

Listen to Your Customers

If you're already running a business, your customers will be able to provide you with useful feedback about your location. You can use this feedback to determine if your location is helping or hurting your business.

Starting At Home

Like many entrepreneurs, your business may start out as a home-based business. This works well while you're planning your business, and it may also work while you're in the first stage of launching your business. But, once your business is up and running, you may outgrow the ability to run your business from your home, or you may decide to move into a space that is more convenient for your customers.

In some cases, there may be laws that stop you from running your business from your home. So it's important that you understand the rules and regulations about what you can and can't do in your home.

Where You Sell vs. Where You Make or Deliver

When you're thinking about location you need to think about where you're going to make your products or deliver your services – the activities involved in selling a product or service and the activities involved in making it or providing it **don't** always occur in the same location.

Related Business Plan Questions

Below, you will see a list of business plan questions related to the topics noted above. If you print this worksheet, you can use the space below each question to write down some initial thoughts and ideas.

When you're ready to start working on your business plan, return to the course, and select "Open My Business Plan".

Q: Describe in detail the location of your business. List out the important factors in choosing this location.

Q: ANSWER ONE OR BOTH OF THESE QUESTIONS, depending on whether you are product-based, service-based, or a combination of both.

If you are a product-based business, describe where and how you produce your product.

AND/OR

If you offer a service, describe where and how you provide your service to your customers.

Q: Explain the role that transportation and delivery plays in your business. Explain how your suppliers will get the raw materials or supplies to you. Explain how you will deliver your products or service to your customers. Be sure to mention any special delivery services that you offer to your customers.