

ENTREPRENEUR'S WORKSHEET 3

Location & Equipment

Where are the doors? Do they look inviting?

This worksheet will help you to identify the best possible location for your business. If you have already chosen a location, answering these questions will help you to turn that location into the perfect environment!

1. Have you found a good location for your business?

2. What makes this location right for your business?

3. Can you afford this location, considering that you are unlikely to turn a profit in the first year of operation?

4. Will this location require a large investment for renovations to suit your business?

5. Does this location allow for expansion?

6. Is your chosen location close enough that your target market will be able and willing to travel to your business?

7. Is your location near public transportation?

8. Will parking be available for your customers?

9. What kind of signs will you have on the outside of your location? Will these signs be visible from afar? Will they be attractive to your target market?

10. Have you carefully researched any important building codes or zoning laws that might affect your business?

11. What are those zoning laws and when must you apply for inspection?

12. If there are significant laws affecting your business and its location, can you afford to adapt this location to satisfy these codes and laws?

13. Have you researched how much all the necessary equipment will cost that you will need for this location?

14. Have you located the best possible supplier for your equipment?

15. Considering the type of business you are starting, is it possible to purchase second-hand equipment, which might save you money, but work as effective or nearly as effective as new equipment?

16. Lighting can be very important in any business. What kind of lighting will you have at your location and will this be sufficient? Will it create the kind of atmosphere that will please your employees or customers?

17. If you will have staff working at your business, will there be space for your staff to relax during breaks?

18. Will there be places where staff can safely store their belongings?

19. If you will be handling cash at your business, will there be a safe and secure place to work with and store the money?

20. Have you considered security for your business? Would an alarm system be necessary?

21. If you were a customer, would you enjoy visiting your location to shop or to use your service? If not, what ways could you improve it?

22. If you were an employee of your business, would you enjoy working in this environment? If not, what ways can you improve it?

23. In your most honest opinion, do you feel that this is the best location for your business? Are you excited about this location? If the answer is no, are there other locations you should consider? If the answer is yes, congratulations!
