



LOCATION CHECKLIST

Answer the following questions by indicating whether it is strength (S) or a weakness (W) of the potential site as it relates to your business. Once you have completed the checklist for each prospective location, compare their relative strengths and weaknesses to determine the value of each to the success of your business.

- S W Is the facility large enough for your business?
- S W Does it meet your layout requirements?
- S W Does the building need any repairs?
- S W Will you have to make any leasehold improvements?
- S W Will you have to do any rewiring or plumbing work?
- S W Is ventilation adequate?
- S W Is the facility easily accessible to your prospective clients or customers?
- S W Can you find a number of qualified employees in the area in which the facility is located?
- S W Is the facility consistent with the image you would like to project?
- S W Is the facility located in a safe neighborhood with low crime rate?
- S W Are neighboring businesses likely to attract customers who will also patronize your business?
- S W Are there any competitors located close to the facility?
- S W If so, can you compete with them successfully?
- S W Can suppliers conveniently make deliveries to this location?
- S W If your business expands in the future, will the facility be able to accommodate this growth?
- S W Are the lease terms and rent tolerable?
- S W Is the facility located in an area zoned for your type of business?