



Questions You Should Ask When You Have Found the Right Site

1. Is the site zoned appropriately?
2. Is the facility large enough? Does it offer room for all the space you need? Is there room to grow?
3. Does it meet your layout requirements?
4. Does the building need any repairs?
5. Do the existing utilities, lighting, heating and cooling meet your needs? Is ventilation adequate?
6. Are the lease terms and rent favorable?
7. Is the location convenient to where you live?
8. Can you find qualified employees in the area?
9. Are customers nearby? Is the population sufficient for your sales needs?
10. Is the trade area dependent on seasonal business?
11. If you choose a location that's relatively remote from your customer base, will you be able to afford the higher advertising expenses?
12. Is the facility consistent with the image you'd like to maintain?
13. Is exterior lighting in the area adequate to make customers feel safe?
14. Are neighboring businesses likely to attract customers who will also patronize your business?
15. Are there any competitors located nearby? If so, can you compete with them?
16. Is the facility easily accessible to your potential customers?
17. Is parking available and adequate?
18. Is the area served by public transportation?
19. Can suppliers conveniently make deliveries?
20. How will you dispose of waste?