

Location Worksheet

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

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