**ASSIGNMENT 4: LOCATION ANALYSIS**

Explore the following regarding your proposed location and when you have completed this analysis you can include the information in assignment 5, validation conclusions.

**Location Analysis Considerations**

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| 1. Will you rent a room, lease space or buy a location? 2. What area will you start your business in? Will you potentially look at a few locations, at least 3 before you decide the best location? 3. Does the location support your customer segments? Does the location support the following:   Customer Segment 1:  Customer Segment 2:  Other possible segments   1. In relation to the area you want to locate in, what are your discoveries about the following?   Demographics: gender, age, income, marital status, family, education, specific location  Traffic Flow:  Parking:  Zoning:  Taxes:  Insurance:  Lease clauses if applicable:   1. What is your initial price range of your proposed location per month/year? 2. Do you require leasehold improvements? If so what type of work do you envision needs done? 3. Do you have to buy, lease any equipment for the location? 4. Will you be able to use existing equipment on site? Any initial costs that you know about you can estimate that and add this to your start-up cost$? 5. Other observations and requirements |