**Business Location**

**Business Plan Final Project**

The most important words in the success of a business are ***location, location, location!***

Essentially, you will want to answer two questions: "Why here?" and "How can I succeed here?"

The following questions should be considered in your explanation:

* What are the elements that attracted you to this location?
* What process did you go through to identify this location? as the location of choice; in other words,
* You may want to talk about what the overall demographic makeup is in your area and (in greater detail)
* Traffic patterns (For example: Time of day - are there rush hours when you'll be busier?)
* Refer to your marketing plan section where you might talk about how your signage will receive greater exposure at certain times or how your advertising appropriately targets your market.
* Competition in the area.
* Find competitors in the same area, and identify what they're doing to be successful.
* If online only, how did you select your business’s URL? How will your website be found online? Will you pay search engines to have it appear higher on the results list?
* How can you advertise on search engines or other forms of advertisement to grab customer’s attention?

**Physical Characteristics:**

* One page maximum and only 1 paragraph – (paragraphs should have at least 5 sentences each)
* 1-inch margins – typed
* Times New Roman or Calibri font style
* 12-point font size
* Include title at top of page and page number.

(See example on next page)

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| BUSINESS LOCATION  My business will be located in Mentor, Ohio at the intersection of Mentor Avenue and Center Street. The physical location of my business will be 7487 Center Street. I have selected this location due to high volume of traffic at this intersection and its proximity to State Route 2 and Interstate 90. This location is the core of Mentor, Ohio. There is a FedEx Kinko’s at the same intersection which offers printing services. I can see the potential for FedEx Kinko’s and my business to share resources in advertising for one another. There are no computer sales or repair stores within 1 mile of my location. The closest key competitor is Best Buy and Office Max, which are both over one mile west of my location. My location is surrounded by retail, corporate, residential, and dining business entities. There is an active traffic light at this intersection which will allow passing travelers to visibly see the sign of my business. The competitors in the area are not located at main intersections which I feel prevent potential customers to see their business, therefor giving my business an advantage. My chosen location will be key to the success of my business with being visible to travelers and proximity to two major highways. |