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Centre for Enterprise Development Inc.

BUSINESS GUIDE NO. 9

Choosing a Location

*“Developing the local economy, one
business at a time”*



How important is Location?

The correct choice of location can aid the success of your business. The choice of location is, to a large extent, dependant on the type of business you will start. It is important that entrepreneurs decide how easily accessible their businesses should be to customers when deciding on where to locate.

Most important determining factors:-

- Kind of business
- Size of business

Factors that influence deciding on a location:-

- Accessibility
- Pedestrian traffic
- Proximity to other stores
- Proximity to residential areas
- Degree of direct customer contact required

Type of business and location

- Some businesses do not require any fixed space or location.
- Easy access to the internet and email enables many entrepreneurs to set up and manage fairly large and successful businesses from the comfort of their homes.
- Some entrepreneurs require space on a temporary basis. If you do, you may wish to consider operating from a van, , cart or kiosk.

Erecting structures require the permission of the Physical Planning Division. Before you construct any structure you should first seek permission from the Division.

When looking at facilities consider the following:-

1. How adequate is the space.

- The available space should be large enough for the type of business that you want to set up.
- There should be space for expanding if your are thinking of growth.

2. How much money you can pay

- Know exactly how much you are willing to pay as rent or lease.
- Find out the existing rates.

3. The physical state of the building. You should find out if:

- The building needs repairs.
- Ventilation is adequate.
- The area is safe and has a low crime rate.
- There is any special type of window space, if it is required.

4. Access to the building. You should ensure that:

- Your business can be reached easily by your potential customers.
- There is access for senior citizens and persons with disabilities.

5. Convenience of the delivery of supplies

- The location should allow for easy delivery of supplies.
- Avoid inconveniencing others.

6. Existing Utilities

The existing utilities, i.e. water, electricity, telephone should be adequate to meet your current and long-term needs.

7. Regulations

Know the regulations that govern the operation of your business. If you want to sell alcohol you must apply for a liquor licence from the Police Headquarters, Kingstown. Persons who want to sell food must get a Food Handlers Certificate from the Public Health Department, Kingstown.

8. Where customers can be found

- There should be enough persons who would support your business.
- You benefit from locating next to other businesses. Their employees can become your customers. You can benefit from the customer traffic they produce.

9. Exterior Space

- Should be in a condition that would attract customers.
- Has adequate parking space for vehicles (customers as well as yours)
- Does not pose a hazard to the welfare of customers.

10. Zoning

Know if the area is zoned for the type of business you want to operate.