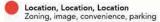
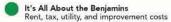
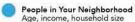


LOCATION **EVALUATION**

The location of your business can be one its most powerful assets, or not. Let's evaluate various positive and negative factors. Find the business and see how good its location is.







Can you find the...

COMMUNITY CHURCH Not much parking Low tax rate in suburban area Many young families in the area

- ICE CREAM PARLOR

 Park setting is popular in the summer

 Prime tourist location = expensive rent

 Surrounded by residential and business

FAST FOOD RESTAURANT

- Central location close to downtown
 Rent is less than downtown location
- Serves nearby business and industry

- SUPERMARKET

 Downtown, but not much parking

 Old building in need of repair
 High foot traffic, busy location

- BAR & NIGHT CLUB

 No noise ordinance or zoning issues
 - Downtown historic building with high rent
 - 1 High income area

COFFEE SHOP

- Popular spot for local workers
- Warehouse district cheapest rent in town
- Area has issues with crime after dark

PIZZERIA

- Growing area with new construction
- High rent in prime suburban location
- O Affluent local customer base

- Warehouse district is dangerous at night
 The area has low rent and large spaces
 Far from residential areas

PHARMACY

- Downtown with great repeat exposure
 Build-out for storefront construction needed
- Dense customer base that shops 24/7

- Walkable from lots of parking
- Needs renovation
 In the emerging riverfront neighborhood