



3 SECRETS TO FINDING THE
PERFECT FRANCHISE LOCATION



FULLY PROMOTED

Branded Apparel & Marketing Solutions



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Welcome to Fully Promoted.

Not everyone has the courage to pursue their entrepreneurial dreams so let's celebrate YOU for pursuing a new undertaking.

The moment you started reading this guide you took a step closer to cutting the ribbon to your new business.

With Fully Promoted, you can trust that you have the support of a franchisor keen on seeing you succeed. We provide ongoing training and assistance, so our franchisees are never alone throughout their franchising journey.

With location being a key ingredient in the success of businesses, we share with you the secrets to finding the perfect spot to put up your franchise. This guide starts with the general things to consider, progresses to the keys to finding the right location and leaves with you a checklist that you can modify and use when assessing a location.

THINGS TO CONSIDER

A business' location makes all the difference for its failure or success. Before you start with the search, here are a few questions you should ponder on:

Are there restrictions in the area on the type of business that can set up?

Before you get excited about the accessibility of a site and its nearness to your target market, do some research first to see if your type of business is allowed to operate in the area.

THINGS TO CONSIDER

Where are your suppliers based?

Your store's location and its nearness to your suppliers affect the rate of your investment fee and monthly franchise fee. Naturally, being near and accessible to your franchisor's suppliers lowers the operational costs, reducing the cost of your investment and monthly fee.

Are there areas in your locale known for being the centre of the service you offer?

Setting up shop in centres where businesses offer similar services makes it easier for your target market to locate you. This comes with the risk, of course, in that you would be near your competitors.

Where does your target market work or live?

Of course, being near your target market gives them the convenience that they require and makes you the first choice for your market.

Are there businesses in the area that complement yours?

Being near a business that complements yours opens more opportunities. You can be partners for a certain client, or they themselves could be regular business clients.

What are the costs of buying or leasing in the area?

When figures are involved, there are a lot of factors to consider further. Is it better to own the property or to lease? Combining the cost of the lease or owning the property, utilities and operations, which site is the most cost-effective?

Do you see the area opening up more opportunities in the near future?

Always look forward. Choosing a spot in a growing business hub also opens more opportunities for you. Plus, if you're considering expanding, determine if there are adjacent lots you can buy or lease.





THE 3 R'S TO FINDING THE RIGHT LOCATION

Now that we've discussed the factors that make a location ideal, here are the keys to finding the perfect site for your business.

1 Research

Doing thorough research helps you make an informed decision. Seek information on your target areas' economic and demographic characteristics. Check if the other businesses in the area are competitors or complementary businesses. Consult local councils about the zoning, business activity and any future or planned developments.

2 Recognition for growth

As we discussed before, considering the future needs of your business is equally important. Since working with a franchise already has an established system, you already have an idea of how your business will progress. What you have to do then is ensure that your location's characteristics or future characteristics are in line with your goals for your business' future.

3 Respect and be systematic

When visiting the location, your judgment can be clouded by a beautiful façade or a very pleasant landlord. Having tools such as a checklist reminds you of the important factors to look for and helps eliminate bias.

YOUR BUSINESS PREMISE CHECKLIST

A comprehensive checklist helps you assess in detail the suitability of a business premise. Since you will be considering various locations, having a list to revisit will show you which locations tick the most boxes, helping you decide not just by memory which location will best drive your business forward.

The checklist below gives you an idea of what to look for in a premise and asks for a numerical value of how satisfactory the location is in regards to the given factor. You can use a grading of 1-5, with 1 meaning unsatisfactory and 5 meaning excellent.

Location [Address]:

Contact Person:

Factor	Grading (1-5)	Remarks
Viability of Location		
Closeness to suppliers		
Visibility to passing traffic		
Soundness of Neighbourhood		
Health of local business		
Reputation of the neighbourhood		
Accessibility of Location		
Number of parking areas available		
Transport access		
Leasing or Buying Factors		
Cost of rent or property		
Terms of lease		
Facilities		
Integrity of structure		
Adequacy of utilities		
Outlook for Business and Location		
Space for expansion available		
Future zoning restrictions		



This guide is only a glimpse of the enriching resources and practical knowledge you would gain as a Fully Promoted franchisee.

If you're ready to take a step further,

CONTACT US TODAY.

Sources:

1. Choose a location

<https://www.business.gov.au/info/plan-and-start/start-your-business/choose-a-location>

2. Business premises checklist

<https://www.business.qld.gov.au/starting-business/premises-location/find-right-location/premises-checklist>