

## A Scorecard on the Importance of Location in Business

- Does your location put you within easy reach of your target audience? Imagine a coffee shop hidden in a deserted alley versus one buzzing on a busy street corner. Location is all about visibility and accessibility. (1-5 points)
- Can your location become a destination in itself? Does your location add to your brand story and attract customers for that reason? (1-5 points)
- Does your location offer access to a skilled workforce that aligns with your business needs? Consider if your location boasts the talent pool you need to thrive. (1-5 points)
- Does your location contribute to a positive employer brand? Attracting top talent is about offering a desirable work environment – does your location add value? (1-5 points)
- Does your location minimize operational costs such as transportation and utilities? Being near reliable transportation networks and having access to affordable utilities can streamline your day-to-day operations. Score yourself based on how location impacts your bottom line. (1-5 points)
- Does your location offer the physical space and infrastructure you need to function smoothly? Consider if your area allows you to operate efficiently. (1-5 points)
- Does your location offer competitive rent prices and taxes compared to similar areas? Location can significantly impact your overall financial picture. Score yourself based on how location affects your business expenses. (1-5 points)
- Does your location open doors to potential cost-saving opportunities? Consider factors like access to local suppliers or government incentives for businesses in specific areas. Score yourself based on any cost advantages your location offers. (1-5 points)
- Does your location contribute to a brand image that resonates with your target audience? Score yourself based on how location aligns with your brand identity. (1-5 points)
- Does your location offer unique branding opportunities? Can your location become part of your brand story? (1-5 points)