

Local factors

The type of enterprise will influence the premises that are needed and where they should be. Many small businesses are run from home. The advantages are that there is no rent to pay, no travelling costs and no commuting time, but you need to be self-disciplined as there are often distractions at home

Location the best location is the cheapest place which provides enough space and easy access to customers and suppliers. If you start an eBay business, you can work from home easily, if you open a retail outlet you need to be near shoppers – whether on the high streets , in a market or a mall.

Resource factors to consider

Resources	Factors to consider
Premises	These may be a shop, office, workshop or small industrial unit. The appearance is important is customer visit you and so is nearby parking. Small business and enterprise centres provide accommodation at reasonable rates with many services such as electricity and wi-fi included
Staff	Any staff you employ must be able to reach you easily. If unemployment is high in the area, labour costs may also be lower
Equipment and other supplies	A dog walker needs little equipment, whereas a DJ needs equipment plus transport. A car valeting firm needs a supply of water, cleaning equipment and a forecourt. Allow enough space to store and use necessary items
Stock of goods and raw materials	How large are these items, how many will you need to store. If they are valuable, you may need a safe. If they are perishable, such as flowers or ice cream, you will need a cold room or freezer
Location of suppliers	If you are dependant on regular supplies of materials or fresh foods, then you will save money on travel or delivery costs if you are near to a major outlet or producer. You will also need less storage space if you replenish stocks regularly
Customers	Customers are essential to your business survival. If you visit customers, aim to keep travel time and costs down. If they come to

	<p>you, then location and 'your image' is more important. Will they book an appointment or do you want to attract passers-by? Where are your main competitors, and h=why? Should you be near the?</p>
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