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| The cost of renting  premises in the area | The availability of suitable premises in the area | The number of  shoppers who frequently visit the area |
| The types of shopper  who visit the area (e.g. age or income group) | Proximity to competitors | Proximity to suppliers of component parts and raw materials used in the production process |
| Proximity to customers  (the market) | Proximity to other businesses such as shops, restaurants, offices, etc. | The cost of labour in the area (including the national minimum wage rate) |
| The availability of  skilled or unskilled  labour in the area | The scale of production  (the size of the business) and the size of the site | The level of competition  in the new and/or  existing market |
| Convenience for the customer (e.g. the number  of car parks available, links  to public transport) | Ease of access for large delivery vehicles | Access to a reliable  and efficient network  for transporting goods domestically and internationally |
| The risk of flooding  or other natural  disasters in the area | The risk of crime and vandalism in the area | Access to a reliable supply  of electricity and water |
| Government regulations  to control business activity  in the area (e.g. taxes, restrictions on foreign ownership) | Government incentives  to set up a business in the area (e.g. grants, subsidies, tax incentives) | Trade barriers in place on imports into the country  (e.g. quotas and tariffs) |