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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) |