

ENTREPRENEURSHIP

Business Plan: Section 3



Geographic Market and Site Selection

Describe your geographic market and site selection by providing insight on the following:

- Explain where you will locate and generally why this is a good location.
- Explain the type of facility you would choose and how that accommodates your business purpose.
- Discuss topics including:
 - Costs
 - Complementary businesses near/around
 - Foot and car traffic patterns
- Provide a picture of your facility/land/building and address if able.
- Describe your trading area—how far are your customers coming from and where
- Show a map of your trading area and where your business is located within

Save and print off a copy for review.
Edits/Recommendations/Suggestions for improvement are your responsibility in your final draft which is submitted for your Final Exam Assessment.