

Read the article and identify key points under each section of the article.

1. Why do you believe location is considered to be such a critical piece to the success of a business?
2. Check Your Demographics: Identify key points in this section.
3. Look Your Competitors in the Eye: Identify key points in this section.
4. Do You Need Professional Help?: Identify key points in this section.
5. Of the 22 questions listed at the end of the article, which might you specifically need to address for your type of business? Explain on the back of this page.

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