

What Location Would be most suitable for the new business?

1.1 I have chosen a suitable area for Julie and Steve's business and now I need to choose a location situated in Prettygate. I think the business would be a success if I can get the marketing mix right A.K.A the four P's. The marketing mix is the most valuable asset to a new business because if you choose a successful mix your business is destined for success.

The four P's are

- Place
- Price
- Product
- Promotion

1.2 I think the location is one of the most important factors if not the most important. location is so important because you need people to acknowledge your business is there to get sales and if your business's location is one where a lot of traffic passes through more people will see it and possibly make a purchase.

2.0

I have chosen three sites from the Prettygate area that I see as good possible buys for Julie and Steve.

- Charity shop
- The co-op
- Chinese restaurant

These are all good areas, which have a lot of passing traffic that could end up to be potential customers.

2.1

I chose the charity shop because it is visible from the whole high street. We could benefit on the passing traffic from the library, which is to the rear and the co-op, which lies directly opposite. It has good accessibility, as there is a door to the rear with also double doors to rear car park and loading area. The parking shouldn't be a problem as there is a car park placed very near the property. The cost of the property is not that high as the property is not that big but I think that would be ok as we do not need that much room to work in as we will be mainly dealing in take-away. I think this property has some very good valid points that could make this business a potential success.

2.2

The co-op would be an ideal property for Julie and Steve for various reasons but I think it is not very practical for different reasons. The co-op is very visible from the whole shopping area as it continues along the bend, which makes it very visible from the whole

street. Access is ideal as there is access via the back with a big loading area. The property has 4 automatic doors, which makes it very easy to access for pedestrians and people arriving on cars could use the car park. There is a massive amount of space in this property, which is why I thought it wouldn't be that practical as the price is bound to be a massive amount, which is most probably beyond Julie. There are great facilities available in this property such as automatic doors that probably is not needed for the proposed business. I think this property would be great for a big business unlike Julie's. So therefore I don't think it is practical as there is so much space that means it would probably cost a lot more capital than is available.

### 2.3

Chinese restaurant I put on the short list because I think what it's being used for at the moment is very similar for what Julie would be using it for which could save time/money. It has good visibility and has a lot of passing traffic from the other various shops near by and also the car park and pub would generate traffic. This is positioned well for a take-away because for e.g. people can go to the pub and then grab some food. The cost would be moderately low as there isn't that much space compared to the co-op that also means it's a lot more practical. I think this maybe one of the leading contenders for Julie and Steve.

### 3.0

I am recommending the charity shop for several reasons. I think it is very practical as the rent isn't that much as it isn't that big. It also has good accessibility from both sides, which could be useful if there's a high influx of customers coming in and out. One of the main reasons I chose the charity shop was because it has several traffic generators nearby. One of them is the library. I think that the library would have at least 50 people coming in and out each day. With these many people walking past and seeing the property a small percentage are bound to be potential customers and maybe make a purchase. Another traffic generator would be the pub. I see the pub as a generator because after a night out or before people might be hungry and looking for some cheap and fast food. I chose the charity shop over the co-op because it was a lot more practical than the co-op because the co-op was roughly 10 times as big which probably means 10 times the price. That was the one reason that put the charity shop ahead of the co-op. The charity shop is also very visible. People walking down the street or in a car would most definitely see it. The Charity shop was better than the Chinese restaurant because I thought it was positioned more suitably as more people should see it. It also had better accessibility, which is important.

### 4.0

I think this location would be a successful one because as long as the product is all right it's bound to sell. I think this because a lot of traffic would be passing through the area each day. This is because there are a lot of facilities/shops that people visit on a daily basis that promised traffic. For e.g. Car park, co-op, Pub are a few. It also contains enough space to build a successful business on and is highly visible.

#### 4.1

Julie and Steve would benefit from the local economy. I think this because according to the house prices in the local area suggest that the people that inhabit Prettygate are not poor and seem to have a good amount of capital. This could benefit us because it means that they probably work for a living and every night they come back from a hard days work and want some quick quality food without any hassle. We could target these people from local advertising in the papers. If we could get some regular customers the business is bound to be a success.

#### 4.2

The competition in Prettygate doesn't seem to be that great. There is only a Pub and a Chinese take-away. The Pub wouldn't be a problem because they target a different type of customers who want to actually sit down and eat. The Chinese restaurant is a threat as they offer takeaways foods as well. They offer a different type off food though and we offer door-to-door delivery, which might be the overcoming factor.

#### 4.3

I don't think that opening this shop in the proposed position would increase traffic or pollution of any kind by a huge amount because the business simply isn't big enough to justify this.