



# Are You Ready to Expand Locations?

If you're thinking of expanding to a new location, there are a number of things to consider. Take 15 minutes to answer the questions below. Your answers will help you decide if now is the right time to expand.

Would you oversee opening the new location? **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

If yes, who would handle the daily operations at your current location? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If no, who would be capable of overseeing the expansion? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Is the potential customer base growing in the location that you are considering? **Yes** \_\_\_\_\_ **No** \_\_\_\_\_

If yes, what are the signs of growth? What is the real estate market like? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If no, are you planning to steal market share from existing businesses? Why would customers choose to leave the businesses they currently frequent? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What is the traffic flow like in the location that you are considering? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Does your business have seasonal ebbs and flows? What is your peak time of year? How much time do you need to work out the kinks before peak season starts? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_