



# **TLC • THE LOCATION CONNECTION** *Incorporated*

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A Guide for Developing a Bad Location

– Or –

How much is that doggie in the window?

- 1) Place very little importance on the very important features such as visibility and access.
- 2) Select an out of the way corner on a side street because your operation is strong enough to draw customers.
- 3) Locate near vacant land or a declining neighborhood or retail area.
- 4) Take a location that will be out-positioned by the next developer in the market.
- 5) Being near the end of the development phase of an area thus placing you at a disadvantage in site selection and customer awareness.
- 6) Not bothering to find out why there are no competitors in the market.
- 7) Taking the time to find large volume traffic generators but failing to make certain their hours and traffic complement your operation.
- 8) Ignoring the discovered facts and your operational expertise that indicate trouble ahead.

And last but not least - -

- 9) Choose a highly visible location near your home for all friends and neighbors to see despite the fact that there are overwhelming negatives.

***We Set Your Sites On The Future!<sup>tm</sup>***  
[www.TheLocationConnection.com](http://www.TheLocationConnection.com)

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