

FINDING A PHYSICAL SPACE

1. What to consider when choosing a business location

The quality of the space (at first sight) is not essential since you can work on it. But remember the space must stick to the criteria you identified as major in your business plan. At that stage, be creative in order to turn a simple place into something appealing that suits your needs.

Here's a selection of criteria commonly used to find and choose your physical space:

- **Location.** Define the best area and remember it should be easily accessible for customers.
- **Size.** Set the minimum and maximum area of the space.
- **Rent price.** Determine a maximum budget to be allocated to the rent.
- **Configuration of the space.** List the necessary equipment, rooms and characteristics (storage room, ceiling height, window, floor, security standards, etc.).
- **Condition of the premises.** Is development work necessary? If so, what would be the budget?
- **Image.** This aspect is essential to match the positioning of your activity, e.g. if you sell local fruits and vegetables, you can't go to an industrial zone.
- **Neighborhood.** Remember to find out about the projects planned around the space so you don't get any bad surprise right after your installation.

2. Low-cost options for young entrepreneurs

Finding a place is not easy, but many solutions are possible, even if you have a very limited budget. Remember to be inventive and look to the alternatives below to accommodate your business.

- **Building courtyard, garage, garden** (in your property or near right). If you have no rental budget at all, you can define product pick-up times once or twice a week at yours (at specified hours).
- **Town hall local or neighborhood house.** Get in touch with your municipality to get a space where you can sell your fruits and vegetables (usually the rent is very low and you can sometimes benefit from free premises). Remember, the most important is to show how your project can have a great local impact to convince decision-makers.

- **Business incubators.** The rents are low and you can benefit from personalized follow-up from professionals. You will be interacting in a dynamic and innovative community which is excellent for the success of the project.
- **Coworking spaces.** To keep costs down, you can go for a coworking space which is very trendy at the moment. It works for all businesses (including the sale of local fruits and vegetables) and offers great additional benefits (secretarial services, printing equipment, storage space, etc.).
- **Pop-up stores.** This new concept consists of offering a rental or sub-rental space for a short period of time: one day, two weeks or three months, everything is possible. Interested? Check out our scenario *“Pop-up Exhibitions and Spaces”* to learn more about this solution.
- **Drop-off points.** You can arrange product pickups at local stores in your neighborhood. If you go for this option, remember you will still need to look for a space where you can assemble all boxes. This can be a great add-on to your main solution as it gives you more flexibility.

3. Administrative details

Finding a good space doesn't mean that you can get in and just get started. When you take possession of the premises, it is important to agree with the landlord on the **distribution of responsibilities**. It will also help you with taking out your **insurance contract**, which ideally should cover a maximum of risks. Remember that taking out insurance is compulsory because if accidents occur in your premises, it is your responsibility to repair (the insurance will prevent you from paying out of your own funds).

So, let's summarize the 3 steps:

#1. Visit the premises

#2. Signing of the commercial lease with a complete inventory

#3. Subscription to insurance to cover risks

Once these **3 steps** are done, it is time to start the adventure. After some final adjustments, it will be the opening, the opportunity to finally test with clients whether the concept works and confirm that the location meets your expectations!