

Grasshopper Academy

Choosing a Business Location

FINAL PROJECT: Find your Office Space

Business Name _____ Date _____

After researching existing listings or visiting actual spaces, select one you would like to analyze as your ideal office space. When you have your selection, answer the following questions:

BASICS, BRANDING & CULTURE

How many employees will be moving into the office?

What is your office floorplan and design? (Check all that apply)

- Open office floorplan
- Cubicles or individual work spaces
- Long Desks
- Management or senior level offices
- Department clusters
- Remote employee workstations
- Other:

What office amenities will be included? (Check all that apply)

- Free parking for employees and visitors
- Free lunches
- Free snacks and beverages
- Reception area
- Near public transportation
- Near main highways and roads
- Meeting rooms
- Other:

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What office "perks" will be included? (Check all that apply)

- Nap rooms
- Kitchen with refrigerator, microwave, oven and stove
- Break rooms
- Outside seating
- Other:

How does the location sync with your brand image and company culture?

How will you make your office stand out from neighboring offices or retail space?

What safety items will be included? (Check all that apply)

- Bulletin boards and signs explaining emergency evacuation procedures
- Fire extinguishers and alarms
- Emergency lighting
- Handicap accessibilities
- Bathrooms
- Washrooms
- Security systems
- Outdoor lighting
- Other:

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LOOKING AT DEMOGRAPHICS

What is the proximity to suppliers?

Is your location a commutable environment for potential employees and clients?

COMPETITION ANALYSIS

Are there competing businesses nearby?

Are there businesses that could bring potential clients to you nearby?

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STAYING ON BUDGET

What is your rent and lease agreement?

What is your estimated monthly budget for utilities and other costs?

Will the building or office space require renovations or upgrades?

Is there enough room to grow your business if needed?

UNDERSTANDING STATE LAWS & TAXES

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What are the [zoning regulations](#)?

What are the income and sales tax rates for your state?

What are the property taxes?

What is the minimum wage for employees in this area?

Are there any Government Economic incentives?

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EXTRA CREDIT: For a chance to be *featured* on Grasshopper Academy, meet with a real business owner in the neighboring offices of your ideal location, asking him/her the following list of questions. If selected, you will have a chance of being featured in the next Fireside Chat!

1. Who is your typical customer?
2. What are your business hours?
3. What days and time of day are you the busiest?
4. Do you know where the majority of your customers are coming from (location)?
5. Do you have any relationships with existing businesses in the area that help drive traffic to your business?
6. Does the city/town do a good job of maintenance and upkeep of common areas?
7. Is there sufficient parking for your customers?
8. Are there any local marketing activities that you have found worthwhile to participate in?
9. Do you have any customer loyalty programs that are working for you?
10. Is there anything I haven't asked that you think is important?