

First Things First:

Do some market research of the area in which you would like to operate.

- *How many other such establishments are there in close proximity?*
- *Are they busy?*
- *Will another business of its kind flourish with the trade available?*
- *Will the majority of guests be corporate and are you in a business area where travellers from companies will need overnight accommodation?*
- *Is there a hospital close by? - The families of patients may need place to stay.*
- *Are you close to a holiday resort or tourist attraction?*
- *Try to think of all the possible reasons a person might need what you have to offer and this will assist you to evaluate your chances of potential business as well as providing suggested areas in which to advertise.*