

HOW TO CHOOSE THE PERFECT LOCATION FOR YOUR BUSINESS IN SINGAPORE

Presented by  CosDORO



Conduct Market Research And Your Business Demands

Understand **what** you are trying to sell, **who** you sell it to and whether your product is **legally accepted** in Singapore.

Gather information about potential customers and businesses already operating in your area to **find a competitive advantage** for your business.

Decide Whether Your Business Relies On Exposure Or If It Is A Destination

Beware of your business's **financial health** and plan out how much money you need to invest.

For a middle-sized company, a co-working space from **\$425 per month in Bugis Junction** is an affordable option.





Analyse Your Competitors

Try your best to make it stand out in the competition by **offering what others cannot.**

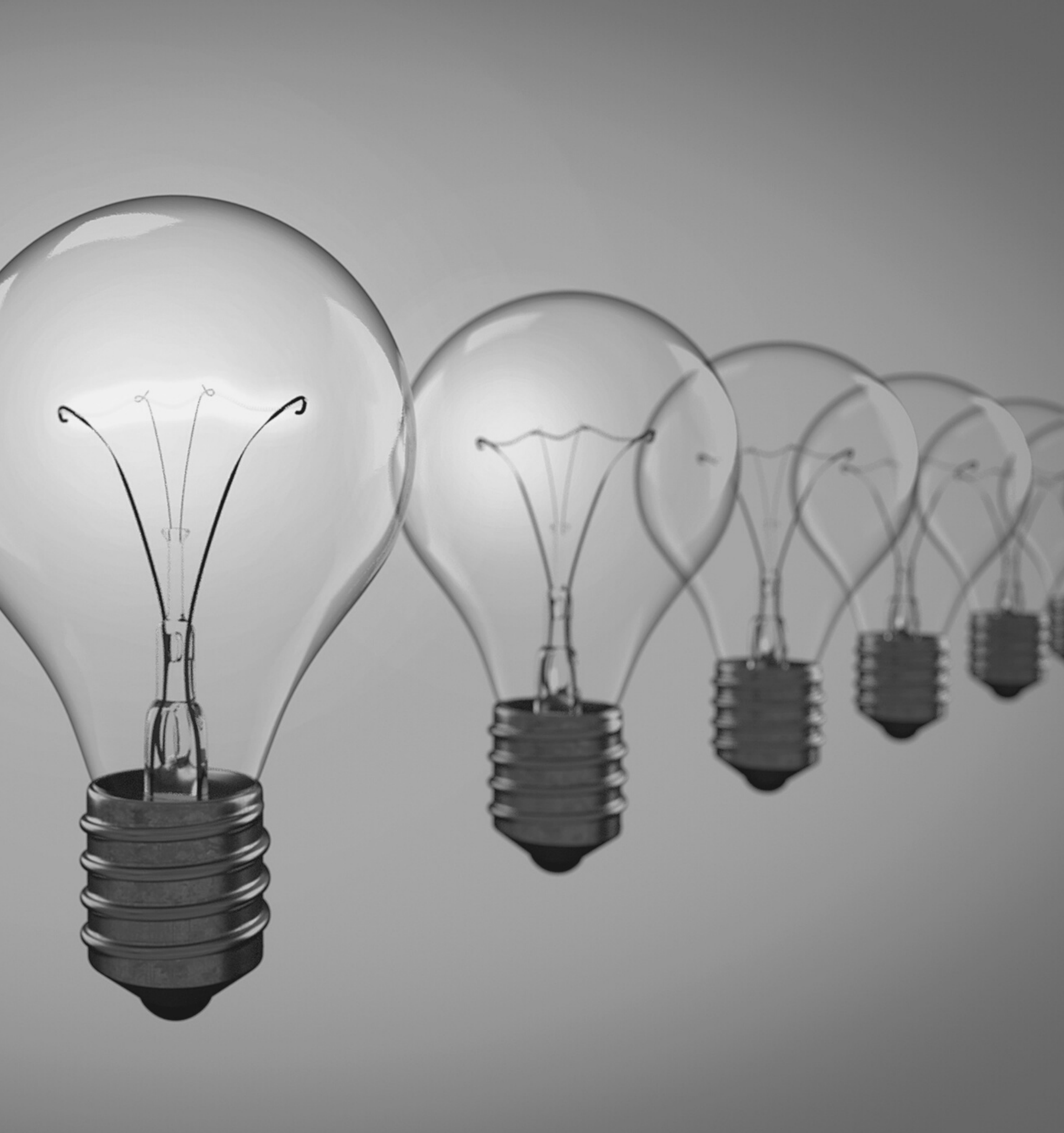
Learn and gain motivation from them. Finding segments or opportunities your competitors overlook can sometimes end up helping you discover a niche market.

Study The Area Accessibility, Visibility, And Traffic

Make sure you analyse the **situation of traffic and rush hour** in Singapore.

Locations with **convenient parking spaces** for customers are highly attractive. Pay attention to **utilities and services** such as gas and electricity, water, phone and Internet providers.





Compile Your Information And Make A Decision

After you have a defined customer profile, decided on exposure or destination, analysed competitors and studied your competitors, **make a decision.**