



Home-Based to Brick-and-Mortar Assessment Tool

Transitioning from a home-based business to a physical location is a significant step. Use this tool to evaluate your readiness, identify potential challenges, and access resources to support your decision. Answer each question honestly to guide your next steps.

1. Business Readiness

- ☐ Do you consistently generate enough revenue to cover additional overhead costs (e.g., rent, utilities, insurance)?
- ☐ Do you have a loyal customer base that would support a physical location?
- ☐ Is demand for your product/service growing to the point that your home-based operation is becoming too small?
- ☐ Will a physical location enhance your brand's credibility and market reach?
- ☐ Are you ready to handle in-person customer interactions and sales?

Score: ____ / 5

2. Financial Viability

- ☐ Have you assessed the costs of leasing, furnishing, and staffing a physical location?
- ☐ Do you have access to funding, savings, or financing to cover initial expenses?
- ☐ Can you project sustainable revenue to support a physical location long-term?
- ☐ Do you fully understand the financial obligations (e.g., taxes, rent increases, maintenance)?
- ☐ Have you explored financial assistance, grants, or incentives?

Score: ____ / 5

3. Operational Considerations

- ☐ Will a physical location improve customer experience (e.g., walk-ins, in-person consultations)?
- ☐ Will it increase efficiency in production, fulfillment, or service delivery?
- ☐ Do you have a plan for hiring and managing staff if needed?
- ☐ Can you manage inventory, logistics, and daily operations effectively?
- ☐ Do you have a contingency plan for slow sales or unexpected costs?

Score: ____ / 5

4. Location Strategy

- ☐ Have you identified potential locations that align with your target market?
- ☐ Do you understand lease terms, zoning regulations, and permit requirements?
- ☐ Would a co-retail space, market stall, or pop-up help you test the market before committing to a full lease?
- ☐ Have you researched foot traffic, competition, and local demand in your desired area?
- ☐ Are you prepared to negotiate lease agreements and set expectations with landlords?

Score: ____ / 5

5. Marketing & Growth

- ☐ Do you have a plan to drive foot traffic and promote your brick-and-mortar launch?
- ☐ Will a physical location provide increased visibility and credibility for your brand?
- ☐ Are you prepared to use both online and offline marketing strategies effectively?
- ☐ Do you have a strategy for customer retention and ongoing engagement?
- ☐ Have you built relationships with local business networks or potential partners?

Score: ____ / 5

Scoring & Next Steps

- **20-25 Points:** You're likely ready to transition to a brick-and-mortar location! Begin exploring locations, funding options, and available support resources.
 - **15-19 Points:** More planning is needed. Focus on financial readiness, market research, and test a smaller retail model (e.g., pop-up collaboration, shared space).
 - **10-14 Points:** Refine your business model and solidify your financial position before considering a physical location.
 - **Below 10 Points:** A physical location may not be the right move right now. Consider pop-up shops, online expansion, or shared spaces as alternative growth strategies.
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Next Steps:

✓ Meet with the Economic Development team

We're here to guide you through the transition when the time is right! Reach out to our [Economic Development Team](#) for personalized assistance and resources.