

Real Estate for Retailers

Choosing a Retail Store

The difference between selecting the wrong location and the right site could be the difference between business failure and success. The location of your retail business will have a major impact on everything your shop does. Before choosing a retail store location, define how you see your business, both now and in the future. Try and answer simple questions such as

- Who are your target customers?
- Can you visualize your presence in the building?
- Do you know what you want to sell and what you want your business to be known for?
- Have you determined how much retail space, storage area, or the size of the office you need?

Without the answers to these basic questions, it will be hard to find the perfect location for generating the maximum amount of profit for your retail store.

The other factors that need to be taken into consideration while choosing a retail store as the

- Type of Goods
- Population and Your Customer
- Accessibility, Visibility and Traffic
- Signage, Zoning and Planning
- Competition and Neighbors
- Location Costs
- Personal Factors

Don't feel rushed into making a decision on where to put your retail store. Take your time, research the area and have patience. If you have to change your schedule and push back the date of the store's opening, then do so. Waiting to find the perfect store location is better than just settling for the first place that comes along. The wrong location choice could be devastating to your retail business.

A timely and professional advice from APS can help you maximize your profits and help you avoid costly mistakes.



Choosing a Retail Space with APS

Our team of Experts and Associates are duty bound to address every single query of yours the moment the mandate is taken up by us. Extending our experience, co-operation, negotiation skills we make sure that the best of our services are rendered to you time and again.

The "local" advantage!

We pride our self in having the "local" advantage. Over the past few years we have gathered our experiences in understanding the pulse and trends that govern the retail real estate market. We not only provide custom solutions to individuals with an agenda to invest in the right areas but also help large organizations as well as IPC's with a pre existing pin-point agenda.

APS has devised a process which eliminates risk both in terms of legal as well as property valuations.

APS takes the property in question through 4 levels of Filtering.

Standard Filters

- **Location**

Pinpointing the specific site is particularly important. APS does the complete study of the location in question in order to make sure that it is ideal for the goods retailed on the premises and decipher if it is capable of generating the required number of footfalls.

- **Legal**

This looks into the complete legal aspect of property documentation which includes Link Documents, Encumbrance Certificates, MoU, Sale and Lease Documents between the Land owner and Tenants.

- **Property Assessment**

It evaluates the potential of the property in question and the future projection of its value.

- **Market Assessment**

Real Estate industry has become very turbulent; hence, assessment of the Market is very essential. Topography also plays a vital role in sale/ purchase/ lease of property for both long term and short term goals.

- **Developer/Owner**

The credibility of the developer is proved by their credentials. At times, it also becomes imperative to look at the financial strength of the developer to face an untoward situation. This generally happens in mega projects, hence care is taken that the most seasoned builder/developer is preferred.



APS has devised a process which eliminates risk both in terms of legal as well as property valuations.