

Location Guidelines

It has been said that the three most important rules in retail marketing are Location, Location, and Location. Selecting the right location for your Tropical Sno business is probably the most important decision you will make. Below is a list of things you will want to consider when selecting your location. These items are provided for your convenience and our company makes no claims to its completeness or accuracy. Every area is different and you may encounter situations not listed. However, you should find the check list helpful because it was developed from Tropical Sno dealers' experiences in opening retail outlets.

- ❑ **Determine Location Type** - There are four primary location types in our system. They are Semi-Permanent, Permanent, Mobile and Co-Branded. It is important that you choose the location type that best suits your needs and desires. The definitions of the different location types are as follows:
 - ❑ **Semi-Permanent Location** - This is the most common type of location in the Tropical Sno system. It is typically a portable building or mobile trailer that is placed in the parking lot of a local retail outlet or shopping center. The semi-permanent location is usually open three to six months of the year and is moved off site during the winter. This type of location usually has a self-contained water system and does not require any utilities other than power.
 - ❑ **Permanent Location** - This type of location is common in warmer climates where Tropical Sno can be sold from eight to twelve months of the year. This type of location can be a small roadside building or a leased space in a shopping center or mall.
 - ❑ **Mobile Location** - Mobile Dealers use a Tropical Sno trailer or cart and concentrate primarily on special events, fairs and festivals that last no longer than ten days. A mobile Dealer can literally move their business to where the people are. Mobile locations are also popular at attractions like amusement parks and family entertainment centers.
 - ❑ **Co-Branded Location** - The essence of co-branding is combining Tropical Sno with an existing successful business, like an ice cream shop, sandwich shop, pizza shop or other retail establishment.

- ❑ **Select Location Design** - Tropical Sno and our Distributors offer several different turnkey packages to choose from. These packages include small buildings, trailers, kiosks and carts. Information on the turnkey packages available in your area will be sent with your initial information package. In addition, you can also view a variety of location designs in our [Photo Gallery](#).

- ❑ **Select Location and/or Events** - This step involves choosing where you will operate your building, trailer, kiosk or cart. If you are going to operate a semi -permanent or permanent location this will involve finding a space to lease. If you are going to be mobile it will include scheduling events, fairs, and festivals to attend. Some of the things you should research and consider when choosing a location are as follows:
 - G **Zoning Requirements** - almost every community has a Zoning & Planning Commission that determines the building requirements. The requirements include such things as building set-back, signs, height restrictions, etc..
 - G **Health Department Requirements** - The Health Department is generally regulated by the county in which you will be doing business. We suggest you contact the Health Department and ask them for a list of requirements for the type of business you are opening. These requirements will be helpful in making sure you choose a location design that will be approved by your local Health Department. Also, prior to opening, you will need to obtain a permit from the Health Department.
 - G **Research Traffic Patterns** - Tropical Sno is an impulse product which means you need to locate you business where people visit on a regular basis. Typically the higher the people count the more product you will sell. You will also want to consider the potential for foot and bike traffic. Car traffic is also an import factor to consider.
 - G **Research Accessibility** - There are two issues to consider, the first of which is parking. Look for a location that has easy parking access, that it is close to where you will be located and that there is plenty of it. Secondly, make sure your location has plenty of room for customers to form a line and move around your location. If customers feel too crowded or have to keep moving to allow other traffic to pass through, some will become discouraged and leave. Try to create an area that is comfortable and friendly.
 - G **Research Availability of Utilities** - When selecting your location you should determine the availability of utilities required or needed for your location. These utilities could include such things as electricity, telephone, water, sewer and bathroom facilities.
 - G **Obtain Necessary Permits & Licenses** - There are a number of permits that may be required for your business. Some of the permits you may need are as follows; Health Department Permit, Business License, Sales Tax License, Federal I.D. Number
 - G **Research Rents & Negotiate A Lease** - We suggest that you research local rents and find out what other small seasonal businesses are paying for rent in your area. If no comparable businesses are available we suggest you contact other Tropical Sno Dealers in your area and find out how much rent they are paying. It is important that you negotiate the best lease terms possible.