



Hello. It's me.



Blank Creatives for The Raw Hub
Photography Pop Box Media

*I've been wondering if after all this time
you'd like to meet your perfect tenancy?*





Photo by Mike Dörner on Unsplash.



Grab a coffee, sit back and relax - we've got you!

We know how overwhelming it can be to find the right site for your business. Where should it be located? What should it look like?

That's why we've created this little e-book to help you put it all out.





Time for a brain work out.

Location.

> Who is your target market? Often it's not about where but who your target audience are.

> Where do they spend their weekends? Do you they live in these suburbs or travel there?

> Where do they work?

> Do you have a suburb in mind already? Why? (Does your business stem from necessity, i.e. no other cafe in the area).

> Now that you've answered these questions, what suburbs stand out the most?

Psst...Feeling lost, the Australian Bureau of Statistics can be a great spring board, to look at demographics in your chosen areas, or even where your chosen target market might live, work & play - <http://www.abs.gov.au/>





Just a few more questions.

The look.

> Do you have a particular design style in mind? Pinterest can be a great place to start and explore your likes and dislikes.

> Are there any key elements in this look that are linked to a buildings features? i.e. exposed brick, or high ceilings. Have a close look at some inspiration imagery and see if the elements that you like about it are superficial or an existing feature of the building.

The layout.

> Where do you want your bar, coffee service or similar to be located? Front of the space, hidden away at the back? This will help to choose a space that might have some of these features already there, like plumbing and power (this could save \$\$).





Summarize it.

Now lets summarize and concur!

1. What suburbs will you be looking in?
2. Who are you target market?
3. What are the key features your space must have? (brick, high ceilings)
4. Are you looking for any specific plumbing or electrical components and if so, where do you want them to be?

Now get looking, your site is out there waiting.

<https://www.realcommercial.com.au/for-lease>

<https://www.commercialrealestate.com.au/>

<http://www.commercialview.com.au/>





Interior design should be an extension of your branding.

At Blank Creatives we believe that any business, like a strong brand, should have the ability to translate into a physical interior space.

That's why finding the right space to work with is so very important!



Photo by ian dooley on Unsplash





Websites & blogs to keep you on track.

Broadsheet

Reviews the latest cafes, bars & restaurants. Keeps you up to date on the trending new comers.

<https://www.broadsheet.com.au/sydney>

Concrete playground

Just like broadsheet, Concrete Playground is a great way to spy on your competitors.

<https://concreteplayground.com/sydney/>

Hospitality Magazine

An industry magazine that gives you lots of wonderful content, like articles from experience hospitality veterans & videos on boosting profits in your hospitality business.

<https://www.hospitalitymagazine.com.au/>

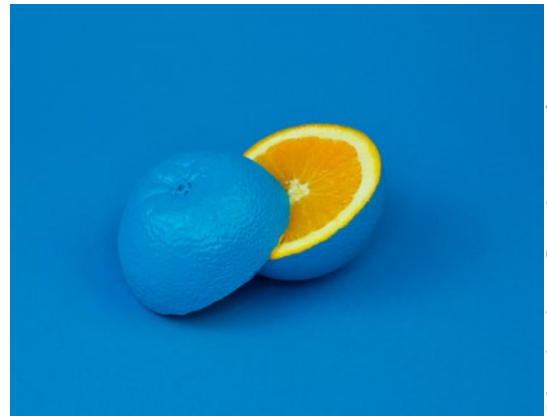


Photo by Cody Davis on
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[Finding the perfect site for your food business](#) | The 4 common shortfalls that cost clients.



Before you go!



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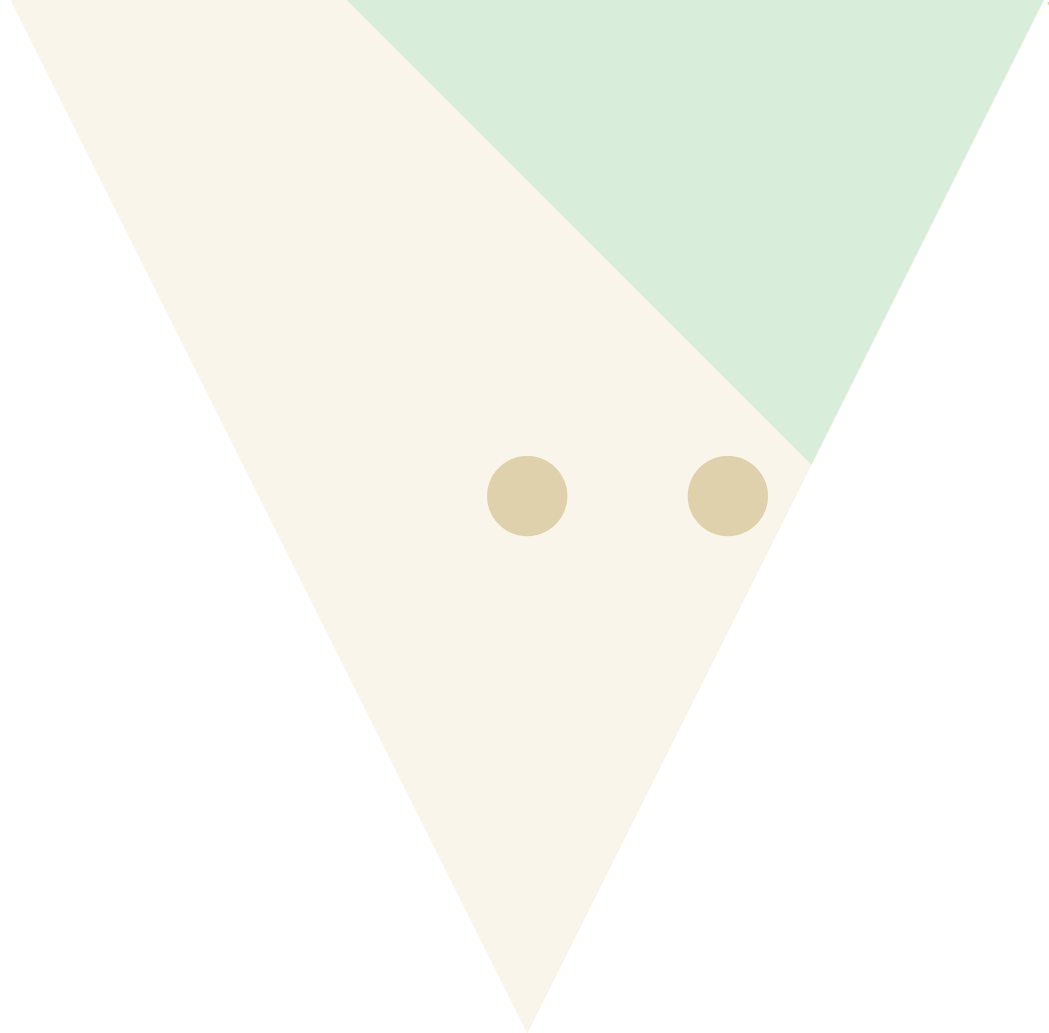
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searcher checklists for even more
information.

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