

## Cost Comparison

As a very rough guide we've compared occupying a basic small shop with taking medium space in whynot?

	<b>Your own shop (per day)</b>	<b>whynot? Shop (per day)</b>
Fitting Out Lease Deposit <i>(These costs are before you've even opened)</i>	£2,500.00 £2,400.00	Nil
Rent	£30.00	£25.00
Rates	£6.00	Nothing
Utilities	£2.00	Nada
Water/Waste	£1.50	Gratis
Phone/Internet	£1.35	Zilch
Cleaning	£1.00	Zero

Of course this is simply a rough estimate of the costs associated with your own premises and you would have a larger area to occupy.

Take into account that to have your own shop you would probably need to commit to at least a 3 year lease and pay 3 months rent up front as deposit.

So... having your own premises requires you to

- invest substantial capital up front
- commit for a long time
- be open during normal business hours and days
- sell enough stock to pay for all of the above

... before you've even paid your own wages!

Keep reading to look at advantages and disadvantages...

### Having your own shop

#### Advantages

- You can work on your product when you have no customers
- It's your space, you can have it exactly how you want
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#### Disadvantages

- You need to pay 3 months deposit
- You need to fit out the whole shop

- You need a morning off/come in late/go to the doctor. Do you pay staff?
- You pay electricity bills
- You pay phone and internet bills
- Apart from customers, you're on your own... all day
- Who minds the shop when nature calls or you want to eat?
- You pay rates
- You do all the cleaning
- You need a lot of stock to fill your shop

## Having space in whynot?

### Advantages

- It's your space... you can have it exactly how you want
- You can work on your product when you're not dealing with customers
- You have no shop fit-out capital cost
- You don't have to commit for any longer than a day
- You only take the day or days you want
- You only pay for the time and space you are there
- You're part of a community of other retailers under one roof
- You can take it in turns to look after each others space for that morning off/ doctor appointment/ lie in
- You have no electricity bill
- You have no phone line and internet bills
- Customers are in every whynot? retailer's shop at the same time. You all share and attract each others customers
- When you need more presence because you've become more successful, you can add space and time easily
- When you become too successful, you can take less space, fewer days... take time off without worrying about keeping up payments on all your bills!

### Disadvantages

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