

A scope for a new business in the local area

[Business](#)



Northwich is quite a large town, which is already in development, with many shops already in the town. Northwich is an old town, dating back to pre-Roman times. It is situated in Cheshire a flat area of land covering hundreds of sq. Kilometre's which was once under the ocean. The sea dried up millions of years ago, leaving salt deposits everywhere, which are now exploited by many industries. I. C. I built the only Soda Ash producing factory in Europe. Northwich also has many rivers and canals running through it which were vital for transportation of goods.

The town itself consists of quite a lot of shops with a wide range of goods available. There are many foodshops (in fact too many so I will not be opening one of them), a couple of sports shops, and they don't look very busy so opening a sports shop might not be a wise idea. There are quite a few cafes and a McDonalds and a KFC although they are always busy, so it might be a good idea to open one of them. All in all, Northwich has almost everything you need, bar a few things, including some big shops, like multi-national shops, and new shops.

I am going to open a new business that I think is needed in the area, this may be because there is not one there or that the one that is already there is not a good one. I am going to ask businesses whether they think certain things would attract customers. And also do research to find out what business would be popular to the public. I will do desk research to find out facts about Northwich. And do questionnaires to get first hand evidence on what people's thoughts are about Northwich and see what they would like to have in Northwich.

I have chosen an 'Outdoor Activity Centre' because the only type of leisure we have in Northwich is Moss Farm, which is a rubbish swimming pool and an astro turf football pitch. I would open a good place with much better facilities with much more to do. I know people that would like a better outdoor activity centre, this may include a better swimming pool, a rock climbing area, a few astro turf pitches, paintballing, a big zip wire and perhaps a gym.