Choosing a Shop for a First Business

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My cousin is planning to open a small accessories store and has been comparing different neighborhoods before investing his savings. During his search for Retail shops for lease jeddah, he realized that a beautiful storefront does not always guarantee steady customers. He started paying closer attention to nearby businesses, pedestrian movement, and whether shoppers could stop by conveniently. He is also trying to avoid committing to a space that feels too expensive during the first few months. For anyone who has opened a retail business, what helped you judge whether a shop location had real potential?

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