

Pick The Right Outlet With Feng Shui

By following some simple guidelines, one can get a location that will help a business flourish.

By **Henry Fong**

Looking out a retail outlet? Perhaps a shop or a unit within a shopping centre? In feng shui, a place for business should veer towards “yang” or “busy side”. The requirements for a retail unit must also be “wang” or prosperous. By prosperous, the place should be highly frequented by potential consumers who can help increase business.

You can employ the services of the best feng shui consultant to work their “magic” but if the retail unit is located in the middle of nowhere with hardly any foot traffic, chances of success is very low.

It is easy to find out if the area is “wang”. Simply visit and observe it over the week at different times of day.

But what about a unit in a new area or a yet-to-be completed shopping centre? How can one ascertained if the mall will be “wang”?

In my opinion, visibility is very important. In the case of a mall, it should be next to a busy road and highly visible to passing traffic. For clusters of shophouses, a portion of it should be next to a busy road and highly visible.

Next, look for commercial buildings such as hotels, offices and residential units in the vicinity of your selected retail unit. The more there are, the better as high population density in nearby places will provide the foot traffic you need.

Many years ago, I was asked by a mall management company why business is not as good as expected. After all it is

located at the intersection of two very busy roads and is highly visible. The population density around it is quite high with offices, hotels, houses and even a bus station.

After having a look around, I observed the problem is with access. Even though the mall is highly visible to passing traffic, it has only one access route. To make matters worse, there is a railway track running behind it which limits the ability to add access roads.

The mall is also not easy to access by foot which makes driving there a necessity and it lacks an LRT station. The road system surrounding the mall takes traffic away and if you are new to the area, chances are you won't find a way in.

Before deciding on a new mall, station yourself at a few different points a few miles away from your proposed retail unit. Try to drive from these points towards the retail unit. If you find it easy to access, potential customers will feel the same. Prospects of the mall becoming prosperous are higher. You should also try to get to the location by foot or train, if possible.



Henry Fong giving his talk.

After the unit has passed these tests, then get a feng shui consultant in. You can then ask about the optimal position of the retail unit, main door and placement within for excellent feng shui that would lead to better luck with wealth, relationship and health.

I would like to share an ancient feng shui technique with you.

A business can be classified according to the five elements theory. For example, if you own a restaurant, it is classified as a “Fire” element due to the cooking that is going on inside. In this theory, “Wood Grows Fire”. So, it is beneficial if your have businesses nearby that are of the “Grow” and/or “Wood” element.

“Fire” businesses include restaurants, telephone companies, foundry, beauty salon and advertising companies. “Wood” businesses are furniture, office supplies, schools and colleges.

If you own a restaurant, see if there are other restaurants nearby, schools, beauty salon, mobile phone reseller and advertising companies nearby. The enemy of fire is water and “Water” businesses cafes and those in trading and logistics.

These are some of the basic rules in picking a beneficial retail unit. For more detailed explanation, seek a feng shui consultant.