****

**MARKET STUDY & SITE ANALYSIS FORM**

**PART I**

|  |  |  |  |
| --- | --- | --- | --- |
| ***Applicant’s Name*** |  | ***Date Observed*** |  |
| ***Proposed Location*** |  | | |

|  |  |  |  |
| --- | --- | --- | --- |
| ***SITE INFORMATION*** | | ***LEASE INFORMATION*** | |
| ***Frontage in meter*** |  | ***Lessor*** |  |
| ***Total Area*** |  | ***Lease Duration*** |  |
| ***Existing Electrical Provision (Yes/No)*** |  | ***Rental Rate*** |  |
| ***Existing Water Provision (Yes/No)*** |  | ***Rent Escalation*** |  |
| ***Store Type Applied*** |  | ***Security Deposit*** |  |
|  | | ***Advance Rent*** |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***ESTIMATED TRAFFIC PER DAY*** | | ***ESTIMATED CUSTOMER PER DAY*** | | ***PEAK TRAFFIC TIMINGS*** | |
| ***Weekdays*** |  | ***Weekdays*** |  | ***Afternoon*** |  |
| ***Weekend*** |  | ***Weekend*** |  | ***Evening*** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ***NEAREST POTATO CORNER OUTLET/S*** | | | |
| ***Store Name*** |  | ***Store Name*** |  |
| ***Distance in meter*** |  | ***Distance in meter*** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ***NEAREST COMPETITOR/S*** | | | |
| ***Store Name*** |  | ***Store Name*** |  |
| ***Line of Business*** |  | ***Line of Business*** |  |
| ***Price Points*** |  | ***Price Points*** |  |
| ***Store Name*** |  | ***Store Name*** |  |
| ***Line of Business*** |  | ***Line of Business*** |  |
| ***Price Points*** |  | ***Price Points*** |  |

|  |  |
| --- | --- |
| ***SALES GENERATOR*** | |
| ***Where will most of your customer will come from? (Specify the establishment name.)*** | |
| ***Terminal*** |  |
| ***Hospital*** |  |
| ***Offices*** |  |
| ***Schools*** |  |
| ***Churches*** |  |
| ***Others*** |  |

|  |  |  |  |
| --- | --- | --- | --- |
| ***SITE RANKING*** | | | |
| ***Rank each criteria according to your observation. Mark your answer with an “X”.*** | | | |
| ***CRITERIA*** | ***HIGH/EASY*** | ***MEDIUM*** | ***LOW/HARD*** |
| ***Visibility*** |  |  |  |
| ***Foot flow Circulation*** |  |  |  |
| ***Accessibility*** |  |  |  |
| ***Traffic Generators*** |  |  |  |

|  |  |
| --- | --- |
| ***RETAIL TRADE AREA (RTA) DEVELOPMENTS*** | |
| ***Improvements/changes in the area such as road widening, construction of pedestrian overpass, etc.*** | |
| ***CURRENT*** | ***NEW*** |
|  |  |

**PART II**

|  |
| --- |
| ***VICINITY MAP*** |
|  |

|  |  |
| --- | --- |
| ***PHOTOS OF THE AREA*** | |
| ***Actual Space*** | ***Front view from the actual space*** |
|  |  |
| ***Left side from the actual space*** | ***Right side from the actual space*** |
|  |  |

***I understood that the sales and expense percentage projections are estimates only based on Franchisor’s operations. These are not guaranteeing to the success of your franchised branch. Sales and expenses will highly depend on the location and the hands-on management of the Franchisee.***

|  |
| --- |
| ***Signature over printed name*** |