



## MARKET STUDY & SITE ANALYSIS FORM

### PART I

<i>Applicant's Name</i>		<i>Date Observed</i>	
<i>Proposed Site's Complete Address</i>			
<i>Exact Google Pin</i>			

<b>SITE INFORMATION</b>		<b>LEASE INFORMATION</b>	
<i>Frontage in meter</i>		<i>Lessor</i>	
<i>Total Area</i>		<i>Lease Duration</i>	
<i>Existing Electrical Provision (50 – 60 amperes)</i>		<i>Rental Rate</i>	
<i>Existing Water Provision (Yes/No)</i>		<i>Rent Escalation</i>	
<i>Store Type Applied</i>		<i>Security Deposit</i>	
		<i>Advance Rent</i>	

<b>PROJECTIONS</b>			
<i>Projected Operating Days in a month</i>		<i>Projected Ave Daily Sales</i>	

<b>NEAREST POTATO CORNER OUTLET/S</b>			
<i>Store Name</i>		<i>Store Name</i>	
<i>Distance in meter</i>		<i>Distance in meter</i>	

<b>NEAREST COMPETITOR/S</b>			
<i>Brand/ Store Name</i>		<i>Brand/ Store Name</i>	
<i>Ave Daily Sales</i>		<i>Ave Daily Sales</i>	
<i>Price Points</i>		<i>Price Points</i>	
<i>Brand/ Store Name</i>		<i>Brand/ Store Name</i>	
<i>Ave Daily Sales</i>		<i>Ave Daily Sales</i>	
<i>Price Points</i>		<i>Price Points</i>	

<b>SALES GENERATOR</b>	
<i>Where will most of your customers come from? (Specify the establishment name/s)</i>	
<i>Terminal</i>	
<i>Hospital</i>	
<i>Offices</i>	
<i>Schools</i>	
<i>Churches</i>	
<i>Others</i>	

<b>SITE RANKING</b>			
<i>Rank each criterion according to your observation. Mark your answer with an "X".</i>			
<b>CRITERIA</b>	<b>HIGH/EASY</b>	<b>MEDIUM</b>	<b>LOW/HARD</b>
<b>Visibility</b>			
<b>Foot flow Circulation</b>			
<b>Accessibility</b>			
<b>Traffic Generators</b>			

<b>ACTUAL MEASUREMENT/BLOW-UP PLAN</b>
<i>Please provide an exact dimension of the proposed site (width x depth x length) in CENTIMETERS</i>

**PART II**

<b>VICINITY MAP</b>

<b>PHOTOS OF THE RETAIL TRADE AREA</b>	
<i>Actual Space</i>	<i>Front view from the actual space</i>
<i>Left side from the actual space</i>	<i>Right side from the actual space</i>

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

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*Applicant's signature over printed name*