CHROMA

# FRANCHISE UNIT SITE EVALUATION

## AREA MEASUREMENTS

Site Frontage measurements in square meters _____

## VISIBILITY OF SITE FROM WALKWAY OR ESCALATOR

North _____ meters  West _____ meters

South _____ meters  East _____ meters

## ACCESSIBILITY

_____Excellent _____Good _____ Poor

## BUSINESS COMPETITORS

### CUSTOMER TRAFFIC COUNT OF ADJACENT BUSINESS

| | | | Left Business | Right Business |
|---|---|---|---|---|
| Establishment Name | | | _____ | _____ |
| Time | | | Customer Traffic Count | |
| 9:00AM | TO | 10:00AM | _____ | _____ |
| 10:00AM | TO | 11:00 AM | _____ | _____ |
| 11:00AM | TO | 12:00NN | _____ | _____ |
| 12:00NN | TO | 2:00PM | _____ | _____ |
| 2:00PM | TO | 4:00PM | _____ | _____ |
| 4:00PM | TO | 6:00PM | _____ | _____ |
| 6:00PM | TO | 7:00PM | _____ | _____ |
| 7:00PM | TO | 8:00PM | _____ | _____ |
| 8:00PM | TO | 10:00PM | _____ | _____ |

### MAJOR COMPETITORS WITHIN THE AREA

| Establishment Name | Address or Floor | Type of Business |
|---|---|---|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

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Observations made from the surveillance of adjacent businesses and discussions with business people regarding general business conditions, customer traffic, parking availability, center of advertising, promotions, the reasonableness of rent, possible rent increases, possible construction, and others:

| ADVANTAGES | DISADVANTAGES |
| --- | --- |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

## PRICE COMPARISON WITH COMPETITORS WITHIN ONE (1) METER, SAME LEVEL, & SAME ESTABLISHMENT

Major Competitor: _____

Secondary Competitors: _____

Major Services and Products:

| Your Services and Product/s | Price/s | Competitor's Services and Product/s | Price/s | Variance |
| --- | --- | --- | --- | --- |
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## PRICE COMPARISON WITH COMPETITORS WITHIN FIVE (5) KILOMETERS, & SAME TOWN

**Major Competitor:** _____

**Secondary Competitors:** _____

Major Services and Products:

| Your Services and Product/s | Price/s | Competitor's Services and Product/s | Price/s | Variance |
|---|---|---|---|---|
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## EXHIBITS

1. Google Map, which shows the site in relation to the competitors, within a 5-kilometer radius

2. Other Business and Development Information from brokers, landlords, and others