LITTLE CORNER BREADSHOP

Market Study and Site Analysis Form

DAT	E:	Proposed	Site:
APP	LICAN	T:	
1.	Loca	ation:	
2.	Visil	oility	
	2.1		RNER BREADSHOP signage be from all the number of steps signage is visible)
3.	Pote 3.1	ential Sources of Customers Schools	
	5.1	NAME	Student Population

3.2 Households

Subdivision Community	Number of Population

3.3 Commercial Establishments

NAME	Number of Employees

3.4 Offices / Building (e.g. Banks)

NAME	Number of Employees

3.5 Churches

NAME	Number of Church Goers	Day/s of Service

EVENTS	DATE

Special Events (town fiesta, mall sales, etc.)

4. **MAJOR COMPETITION**

3.6

This portion of the survey will try to identify your direct and indirect co	mpetitors
and will let you know of any significant reaction with regard to their pr	esence.

1	•	
2		
3		
4		
		

4.1 Identify the most successful among your competitors.

NAME	Distance from Site	Date Established	Operational Features

.2	What promotional activity / ies have your competitors ran in the past () months which you feel have been the most effective? Why?
.3	List the advantages you have over your primary competitors: 1
	2
	3.
	4
	5.
.4	5
.4	
4	5 List the advantages your competitor/s have over you:
.4	5 List the advantages your competitor/s have over you: 1 2 3
4	5 List the advantages your competitor/s have over you: 1 2
	5 List the advantages your competitor/s have over you: 1 2 3 4 5.
	5 List the advantages your competitor/s have over you: 1 2 3 4
	5 List the advantages your competitor/s have over you: 1 2 3 4 5 What move/s are you planning to counter your competitors:
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5	5 List the advantages your competitor/s have over you: 1 2 3 4 5 What move/s are you planning to counter your competitors: 1 2 2 2 2

Be specifi 1	*
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2	
3	-
4.	-
	-
)	
What wou	d you say is / are your biggest problem / s ?
	a you say is 7 are your biggest problem 7 s :
	-
	-
2 3	-
2 3	-
2 3 4	-
3	-
2 3 4 5	-
2 3 4 5 What wou	d you say is / are your greatest area/s of opportunity/ties?
235	d you say is / are your greatest area/s of opportunity/ties?
235	d you say is / are your greatest area/s of opportunity/ties?
2	d you say is / are your greatest area/s of opportunity/ties?
235	d you say is / are your greatest area/s of opportunity/ties?

5. TRAFFIC INFORMATION: to be taken for one full week

Date/s of Traffic Counts:		
1. Traffic counts on site: 4:00 – 5:00 am 5:00 – 6:00	Foot	Vehicles
6:00 - 7:00 7:00 - 8:00 8:00 - 9:00 9:00 - 10:00		
10:00 – 11:00 11:00 – 12:00 nn 12:00 – 1:00 pm		
1:00 - 2:00 2:00 - 3:00 3:00 - 4:00 4:00 - 5:00		
5:00 - 6:00 6:00 - 7:00 7:00 - 8:00 8:00 - 9:00		
TOTAL		
 Volume of traffic per day Weekdays Weekends 		
 Estimated customers per day: Weekdays Weekend 		
4. Peak traffic timings		<u> </u>
5. Distance to nearest main road		

6.	Asses	ssment of the Market		
	6.1	How much sales do you think the site will generate daily? monthly?		
	6.2	Where will most of your customers come from?		
	6.3	How do you intend to promote LITTLE CORNER BREADSHOP?		
		<u></u>		
Nata.	N4			
to awa	My acard the	complishing this form does not obligate LITTLE CORNER BREADSHOP franchise to me. I understand the market study is subject to verification.		
Prepa	red by	: 		
Franc	hise A	pplicant / Signature Date		

- 1. Pictures To Be Taken
 - A. Facing the Site Please Take a photo
 - a. Front View of the Target Site with the neighboring store/s beside
- 2. Data of the Target Site
 - 1. Rental Rates
 - i. Advance
 - ii. Deposit
 - 2. Available Facilities
 - i. Water line
 - ii. Electric line
 - 1. Arrangement?
 - a. Sub-meter or own application
 - iii. Telephone line
 - 3. Term
 - 4. Renewal Terms
 - 5. History of the Place
 - i. Previous tenant
 - 1. Reason for leaving
 - 6. Will lessor allow signs to be placed?
 - i. Front of the store
 - ii. Other directional signs
 - 7. Copy of the Lease Agreement