







4.2 What promotional activity / ies have your competitors ran in the past ( ) months which you feel have been the most effective? Why?

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4.3 List the advantages you have over your primary competitors:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

4.4 List the advantages your competitor/s have over you:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

4.5 What move/s are you planning to counter your competitors:

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

4.6 What advertising and promotional tools would you like to have available?  
Be specific.

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

4.7 What would you say is / are your biggest problem / s ?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

4.8 What would you say is / are your greatest area/s of opportunity/ties?

1. \_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_

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

**TRAFFIC PATTERNS (FOOT and VEHICULAR TRAFFIC)**

**Date/s of Traffic Counts:** \_\_\_\_\_

1. Traffic counts on site:	Foot	Vehicles
4:00 – 5:00 am	_____	_____
5:00 – 6:00	_____	_____
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	_____	_____
<b>TOTAL</b>	_____	_____
2. Volume of traffic per day		
Weekdays	_____	_____
Weekends	_____	_____
3. Estimated customers per day:		
Weekdays	_____	_____
Weekend	_____	_____
4. Peak traffic timings	_____	_____
5. Distance to nearest main road	_____	_____

6. Assessment 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**?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Note: My accomplishing this form does not obligate **LITTLE CORNER BREADSHOP** to award the franchise to me. I understand the market study is subject to verification.

Prepared by:

\_\_\_\_\_  
**Franchise Applicant / 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