

LOCATION ANALYSIS WORKSHEET

1. Address:
2. Name of realtor/contact person:
3. Square footage/cost:
4. History of location:
5. Location in relation to target market:
6. Traffic patterns for customers:
7. Traffic patterns for suppliers:
8. Availability of parking: (include diagram)
9. Crime rate for area:
10. Quality of public services (e.g. police, fire protection)
11. Notes on walking tour of area:
12. Neighboring shops and local business climate:
13. Zoning regulations:
14. Adequacy of utilities (get information from utility company representatives):
15. Availability of raw materials/supplies:
16. Availability of labor force;
17. Labor rate of pay for the area:
18. Housing availability for employees:
19. Tax rates (state, county, income, payroll, special assessments):
20. Evaluation of site in relation to competition: