



WRAPZ – SITE SELECTION SURVEY FORM

Wraps – Parkway Foods Pvt. Ltd.

Private and Confidential

SITE SELECTION SURVEY FORM

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Site selection is important because, whether leased or purchased, the success or failure of a restaurant depends on its location. Companies devote significant time and resources to analyzing each prospective site. However, limited information is available on the relative importance of various site selection factors for restaurants.

The study provides valuable information for selecting the site based on opinions from the experts. The study ranks factors considered by the experts for the prospective sites. Also, the study focuses on the importance of the factors weighed by experts for the prospective sites. This will provide a site selection guide for a prospective restaurateur.

The significance of selecting perfect locations is important because the success or failure of a restaurant depends on its location. This study identifies the important site selection criteria for the restaurant. However, the site selection factors should be reviewed regularly and modified as required since business and economic conditions are constantly changing

Please provide us with a better understanding of your local as per the guidelines provided below:

Location A nalysis

The value of a location depends upon four factors:

Its accessibility to the resident population;

Its accessibility to people moving about or gathering together on errands other than shopping;

Its physical desirability from the standpoint of grade or level, appearance, size, shape, neighborhood or district environment, and other amenities;

Its reputation;

Site Selection

General Location

• Population (Density) _____, Location _____, Market Statistics _____

Position of Site

• Size _____, Convenience _____, Visibility _____

Demographics

• Age _____, Income _____, Future growth & Development _____

Traffic Information

• Traffic Pattern _____, Traffic Count _____

Competition

• Competitors Location _____, Proximity of existing Restaurant _____

Cost Consideration

• Cost of Construction _____, Cost of Improvement _____

Factor 1

1. Concentration of target households _____
2. Eating and drinking sales _____
3. Focal point of area _____
4. Retail sales _____
5. Sales generators (i.e., retail, employment, market efficiency and so on) _____
6. Traffic generators (i.e., industrial, residential, recreational, sports, education, and business centers) _____
7. Types of location (e.g., highways, campus, mall and so on) _____

Factor 2

1. Accessibility _____
2. Accessibility of utility and public services _____
3. Convenience _____
4. Parking _____
5. Proximity to industrial, residential, recreational, sports, educational, and business centers _____
6. Signage _____
7. Size of site _____

8. Type and condition of street (e.g., curbs, gutters, pavements, and so on) _____

9. Visibility _____

10. Zoning _____

Factor 3

1. Age _____

2. Daytime population _____

3. Ethnicity _____

4. Evening population _____

5. Food preferences _____

6. Future growth and development _____

7. Income _____

8. Life style and value _____

9. Occupation _____

10. Residential population _____

11. Sex _____

12. Work population _____

Factor 4

1. Anticipated changes in the flow of traffic _____

2. Direction of traffic flow (i.e., going home side versus going to work side) _____

3. Frequency pattern of traffic flow _____

4. Future traffic patterns _____

5. Number of lanes _____

6. Speed limits _____

7. Traffic counts _____

8. Traffic lights _____

9. Traffic patterns _____

10. Types of transportation _____

Factor 5

1. Actual and potential competition _____

2. Direct and indirect competition _____

3. Location of competitors' _____

4. Proximity to other restaurants _____

5. Quality of competition _____

6. Quantity of competition _____

7. Sales volumes of competitors' _____

Factor 6

1. Cost of construction _____
2. Cost of development (i.e., purchasing vs. leasing) _____
3. Cost of improvement (i.e., renovations and modifications) _____
4. Cost of land _____
5. Equipment cost _____
6. Internal Rate of Return (IRR) _____
7. Labor cost _____
8. Property Taxes _____
9. Return on Investment (ROI) _____
10. Utility cost _____

DEFINITION OF TERMS

General Location:

Location refers to a general area within a city. Physical characteristics and area characteristics should be considered. The factors related to the general location include but not limited to population (density), market statistics, and neighborhood.

Position of Site:

Site is a specific piece of property. Size, parking facilities, accessibility of utility and public services, convenience, and visibility are factors related to the position of site but not limited to.

Demographics:

Information pertaining to consumers must be collected including data about age, sex, occupation, income, food preferences and potential for future growth and development.

Traffic Information:

Traffic flow patterns are important for the analysis of the site. The factors related to traffic information include traffic counts and patterns, and frequency pattern of traffic flow.

Competition:

A restaurant operation must consider its actual and potential competition. The factors related to competition include but not limited to location and operating results of competitor, and proximity to competitor.

Cost Consideration:

Costs associated with the development of the site need to be calculated carefully. This includes both the cost of purchase and the cost of site development, which covers factors such as building, landscaping, and the provision of associated facilities such as car parking and access roads. The cost of improvement –renovations and modifications- are also important considerations.

Directions

1. Please indicate how influential you feel each factor [F] is to the site selection. **Rating scales [F]**

5 = Extremely influential	4 = Very influential	3 = Moderately influential
2 = Somewhat influential	1 = Marginally influential	

2. Please indicate the degree of confidence [C] in your response to each question. **Rating scales [C]**

5 = Extremely confident	4 = Very confident	3 = Moderately confident
2 = Somewhat confident	1 = Marginally confident	

Factors	Rating scales [F]	Rating scales [C]
Demographics		
Parking		
Visibility		
Traffic Patterns		
Signage		
General Location		
Accessibility		
Competitor Location		
Market Statistics		
Competition		
Costs		
Future Demographic Developments		
Size		
Proximity To Population Concentration		

Buying, Leasing & Building Additional Info

ALTERNATIVE	ADVANTAGES	DISADVANTAGES
Buying	Ownership Operating flexibility Quick occupancy Accessibility to traffic Asset appreciation	Long-term commitment Initial capital outlay Adaptability Initial facility condition Maintenance costs
Leasing	Quick occupancy Relatively low initial costs Reduced commitments	Operating inflexibility Changing lease terms Initial facility condition Adaptability Lease nonrenewal
Building	Ownership Operating flexibility Facility condition Asset appreciation Location flexibility	Long-term commitment Initial capital outlay Construction time Maintenance costs

Operational and Other Additional Issues

1. What is the typical wage range for the equivalent of a manager, cook and counter and delivery staff?

2. What is the typical wage range for hourly wage at fast food outlets?

3. What is the rental rate of locations in terms of per sq. foot for restaurants or whole outlet?

4. Would there be any import tax on importing of spices, recipes and kitchen equipment?

7. Is there any local tax in your state and how much would it be?

8. Is the provided location having the maximum power supply (100 KW) capacity?

9. Does the provided location have the facility to fix gas?

10. (If you are a non-Indian) Would it be relatively easy for you to hire a local restaurant manager who is fluent in English and at least one local language?

11. How far away are the nearest airports and seaports (domestic/international)?

12. Is franchising subject to any government or industry regulations? If so, what are the requirements and restrictions? (Information details can be provided in a separate sheet)

Competition Analysis

	Competitor #1	Competitor #2	Competitor #3	Competitor #4
Name				
How close?				
Major Promotional Activities past 12 months				
	Food	Food	Food	Food
5 = Extremely confident 4 = Very confident 3 = Moderately confident 2 = Somewhat confident 1 = Marginally confident				
	Service	Service	Service	Service
5 = Extremely confident 4 = Very confident 3 = Moderately confident 2 = Somewhat confident 1 = Marginally confident				
	Crew	Crew	Crew	Crew
5 = Extremely confident 4 = Very confident 3 = Moderately confident 2 = Somewhat confident 1 = Marginally confident				
	Ambience	Ambience	Ambience	Ambience
5 = Extremely confident 4 = Very confident 3 = Moderately confident 2 = Somewhat confident 1 = Marginally confident				
	Pricing	Pricing	Pricing	Pricing
5 = Extremely confident 4 = Very confident 3 = Moderately confident 2 = Somewhat confident 1 = Marginally confident				

Menu (Please attach):

Comments: _____

fresh n' real

In-case the site has already been selected; please provide the following information and details:

1. Photograph of the site:
 - a. Front entrance view
 - b. One of the sides opposite, with the back towards the entrance.
 - c. Inside of the site
 - d. Surroundings of the site, with the roads/street on which the site is located
2. Site plan of the location
3. Total carpet area of the location
4. Commercial or non-commercial status
5. Sanctioned electrical load of the site
6. Key landmarks around the location
7. Key business activities around the location

The above questionnaire provided shall assist and benefit you in selecting for the best location. Information found answering to the questionnaire, help to discover the emitting lowing light to success of your investment. At the same time, it is to ensure that the planting of the franchise outlet in the most feasible location for the winning. Any additional information is most welcome to add on to the Site Selection questionnaire. It will be most helpful to our evaluation to assist you in the planting WRAPZ franchise outlet correctly and successfully. We thank you for your kind cooperation for completing the questionnaire and returning one set to us in the shortest time possible.



Thank You