

Site Location Criteria

You can create your own "Site Model" to objectively evaluate locations for your business. Do this by assigning different values to the **factors that are most important for your particular business**. Then, each location can be evaluated against these measurements.

The following form gives you a methodical approach to evaluate the strengths and weaknesses of each potential location.

First, evaluate your site location for each factor on a scale of 1 to 10 (number 10 being the highest). Second, decide the importance of each factor to your particular business on a scale of 1 to 5 (number 5 being the most important).

Multiply the grade by the weight to determine the points for each factor. Add up the points to get a total score. Repeat this process for each site to gain an objective, comparative analysis.

Site Criteria Table			
Factors	Grade 1-10	Weight 1-5	Points
Traffic count: cars or pedestrians			
Visibility access			
Proximity to competition			
Zoning			
Parking (include off-street parking)			
Condition of premises			
Proximity to customer generators			
Income level of neighborhood			
Population density			
Population age/age range			
Directional growth of area			
Area improving or deteriorating			
Crime/shoplifting rates			
Availability of qualified employees			
Labor rates of pay			
Supplier proximity			
Terms and rental rates			
Adequacy of utilities, gas, water			
Transportation accessibility			
Total Points			