



Evaluating Prospective Sites

When choosing a location for your business, having a method for evaluating the strengths and weaknesses of each potential site is crucial. Below is a worksheet to help you assess your options more objectively. Here's how:

- 1) First, read through the criteria and weight them on a scale of 1 to 5 according to their importance to the success of your venture (1 is low, 5 is high).
- 2) Then make a copy of this list with the weights filled in for each site you are evaluating.
- 3) For each site, go through the criteria and grade them on a scale of 1 to 10.
- 4) Multiply the grade times the weight to determine each site's points on each factor.
- 5) Add up the points to get a total score for each site. Repeat this process for each site.
- 6) The one with the highest number of points best meets your requirements for a good location. Happy hunting!

SITE DESCRIPTION

FACTORS	GRADE (1 to 10)	WEIGHT (1 to 5)	POINTS = G x W
1. Visibility of site to passers-by			
2. Vehicular and pedestrian traffic			
3. Parking availability			
4. Overall customer convenience			
5. Centrally located to my market			
6. Raw materials readily available			
7. Availability of Qualified employees			
8. Labor rates of pay			
9. Transportation accessibility			
10. Supplier proximity			
11. Health of local business climate			
12. Tax burden			
13. Housing availability for employees			
14. Compatibility of neighboring businesses			
15. Quality of police and fire protection			
16. Crime/shoplifting rates			
17. Adequacy of utilities (sewer, water, power, gas)			
18. Topography of site (slope, foundation)			
19. Condition of premises (fixtures, equipment, inventory)			
20. Major repairs required in near future			
21. Building services (security, janitorial, gardening)			
22. Provision for future expansion			
23. Current and future zoning restrictions			
24. Terms and cost of lease (including options for renewal)			
25. Responsiveness of the landlord			
26. Quality of this site in relation to that of competitors			
27. Competitor proximity			
28. Personal preference			
Total Score			