

WEIGHING UP BUSINESS LOCATIONS WORKSHEET

Go through the listing of site criteria and assign them a *weight* (on a scale of 1 to 5) according to their importance to the success of your future.

Once you have assigned the weighting to each of the criteria, go through the list again and this time assign them a *grading* from 1 to 10. Multiply the *grading* by the *weight* to arrive at a **score**. Add up all scores to assign a Total Score.

The higher the score, the more suited these premises are for your business.

	Factors	Grade	Weight	Score
1	Visibility of site to passersby			
2	Vehicular and pedestrian traffic			
3	Parking availability			
4	Overall customer convenience			
5	Centrally located to my market			
6	Transportation accessibility			
7	Supplier proximity			
8	Health of local business climate			
9	Compatibility of neighbouring businesses			
10	Quality of police and fire protection			
11	Crime/Shoplifting rates			
12	Adequacy of utilities (sewer, water, power, gas)			
13	Topography of site (slope, foundations)			
14	Condition of premises (fixtures, equipment, inventory)			
15	Major repairs required in near future			
16	Building services (security, janitorial, gardening)			
17	Provision for future expansion			
18	Current and future zoning restrictions			
19	Terms and cost of lease (including options for renewal)			
20	Responsiveness of landlord			
21	Quality of this site in relation to that of my major competitor			
22	Competitor proximity			
23	Personal preference			
24	Other factors			
TOTAL SCORE				