



How to Select a Location for Your Franchise Business

Location Study Checklist

When shortlisting potential locations for your franchise business, please use the following questions as a guide:

- Does the location meet the franchisor's guidelines/suggestions?

- Does the location match the franchise concept?

- How much is the rent and what are the terms of the lease?

- What other businesses are leasing in the property?

- Are certain kinds of business or activities not allowed?

- Does the size fit the franchisor's requirements?



For a detailed discussion of how to select a location for your franchise business, visit <https://filipiknow.net/how-to-select-a-franchise-location/>

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- Do they have the electrical, plumbing, and telecommunication capabilities needed to run the equipment from your franchise?

- What is the foot traffic like in the area?

- What are the demographics (age, economic status, sex) of the people in your area?

- Does the foot traffic come from locals or from other areas?

- Are there establishments that bring in foot traffic to the area? (e.g. churches, schools, and government offices). Will this increased foot traffic be beneficial for your franchise or not?



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- Is the location accessible?

- How visible will your franchise be if you put it up in this area?

- If you are relying on deliveries for income, what kinds of commercial and residential units are in the area? Do they require special permissions for promotions or deliveries?

- Are there the same franchises in that area? What are the franchisor's rules regarding nearby franchises and area exclusivity?

- Who are your competitors in the area?



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- Are there any rules or regulations (e.g., curfew, zoning, etc.) in that area that may impact your franchise?

- Are there any developments in the area that may impact your franchise business?

- What's your sales projection for the potential location?



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