



# Restaurant Location Scoresheet



Restaurant Address:

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- **Visibility**

- **Traffic: foot and car**

- **Speed limit**

- **Access**



- Parking

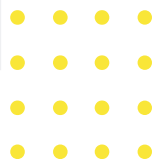
- Location History 3 to 5 mile radius density #Residential

- Specific businesses and organizations in 3 to 5 mile radius Hospitals, churches, hotels, businesses

## Analyze the Restaurants in 3 to 5 mile radius

- Service

- Decor





- Menu offerings

[Empty text box for menu offerings]

- Price range

[Empty text box for price range]

- Weekday lunch assessment:

[Empty text box for weekday lunch assessment]

- Weekday dinner assessment:

[Empty text box for weekday dinner assessment]

- Weekend lunch assessment:

[Empty text box for weekend lunch assessment]

- Weekend dinner assessment:

[Empty text box for weekend dinner assessment]





- Safety

[Empty text box for Safety]

- Demographics - Gender, age, income, marital status etc.

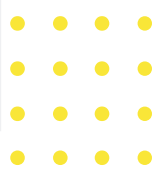
[Empty text box for Demographics]

- Psychographics: Families, empty nesters, college students, Moms, high schoolers,

[Empty text box for Psychographics]

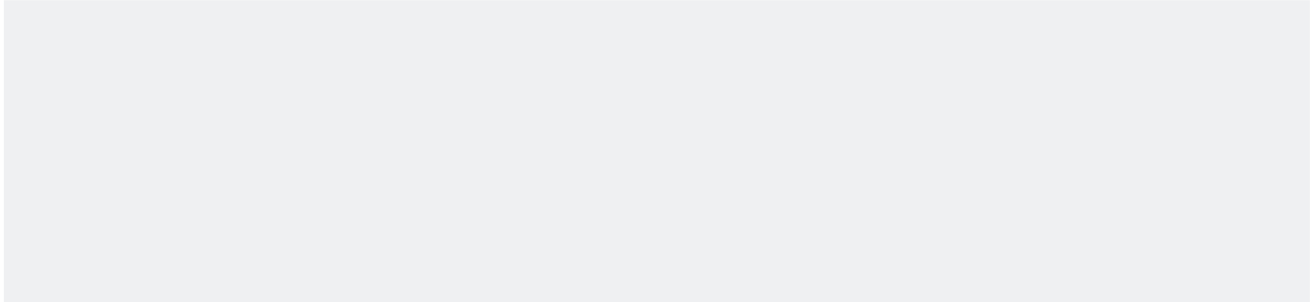
- The RENT - What will your ideal GROSS Sales need to be , if your rent was 8% of your sales?

[Empty text box for RENT]





How do we shift our marketing need to SHIFT to accommodate the strengths and weaknesses of this location?



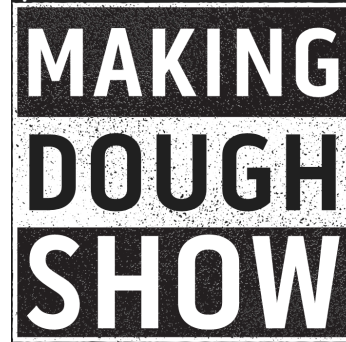
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Now, let's get back to work and make some dough!

Matt and Enga