

Directions

Assign a Grade value for Each Criteria with 1 representing the lowest score and 10 representing the highest score.

Assign a weight of importance for each criteria as compared to other criteria. 1 representing the least important and 5 representing the most important.

Assess the criteria for each location

Use the total score to compare locations

This checklist is designed to help identify many of the decision points for choosing a location but does not represent a full checklist. Each location is location decision is different and this checklist should only be used to help facilitate the review and decision.

Category	Criteria	Grade (1-10)	Weight (1-5)	Score (Grade X Weight)	Notes
Customer Demographic	Population				
Customer Demographic	Age Range				
Customer Demographic	Income Level				
Customer Demographic	Crime Rate				
Customer Demographic	Purchasing Power				
Customer Demographic	Residence (Homes, Apt,)				
Customer Demographic	Means of transportation				
Customer Demographic	Family status				
Customer Demographic	Leisure Activities				
Customer Demographic	Ethnicity				
Customer Demographic	Employment Status				
Customer Demographic	Education				
Customer Demographic	Savings				
Customer Demographic	Children				
Facility	Customer Access - Street				
Facility	Customer Access - Bus				
Facility	Customer Access - Walking				
Facility	Customer Access - Other				
Facility	Parking Customers				
Facility	Parking Employees				
Facility	Employee Availability				
Facility	Signage				

Facility	Vendor Access				
Facility	Road Construction				
Facility	Future Road Improvements				
Facility	Zoning				
Facility	Public Transportation				
Facility	Condition of Location				
Facility	Improvements needed				
Facility	Customer appropriate				
Facility	Employee appropriate				
Facility	Future expansion				
Facility	Safety codes				
Facility	Size appropriate				
Facility	Location Image appropriate				
Cost	Employee Wage Scale				
Cost	Location Cost				
Cost	Utility Cost				
Cost	Extra Fees				
Cost	Tax Rate				
Cost	Build out				
Cost	Contract Terms				
Cost	Tax or Financial incentives				
Competition	Direct Competition				
Competition	Restrictions from future competitors				
Competition	Location compared to competitors				
Competition	Image compared to competitors				
Competition	Condition compared to competitors				
Competition	Competitor employee wages				
Competition	Competitor pricing				
Competition	Competitor reputation				
Competition	Competitor history				

Competition	Competitor expansion				
Competition	Ease of new entry in area				
Operations	Distance from Suppliers				
Operations	Supplier Transportation Rates				
Operations	Distance to customers				
Operations	Physical Layout				
Operations	Neighbor Business (Do they impact your business)				
Operations	Shared Maintenance				
Operations	Personal Daily Commute				
Other					
Other					
Total					