



# Store Site Proposal Form

## Site Details

Street Address: \_\_\_\_\_

Barangay: \_\_\_\_\_

Town/City: \_\_\_\_\_

Province: \_\_\_\_\_

Size/Space (in square meters): \_\_\_\_\_ Building Name (if applicable): \_\_\_\_\_

Site Acquisition:  Owned  Lease  Others please specify: \_\_\_\_\_

If leased, how much is the total monthly rent for the site? \_\_\_\_\_

## Site Provisions

Is the site located inside a building or commercial complex?  Yes  No If yes, how many years has the building been operating? (write "0" if new): \_\_\_\_\_

Does the site have an existing structure?  Yes  No

Does the site already have provisions for electrical supply?  Yes  No

Does the site already have provisions for water supply?  Yes  No

Is the site prone to flooding?  Yes  No

Does the site have an existing back-up power supply?  Yes  No

## General Market Information

*Kindly provide the following information based on your actual observations and research about the site location.*

Total Barangay Population: \_\_\_\_\_

Potential Traffic Drivers: \_\_\_\_\_

Projected Peak Days: \_\_\_\_\_

Projected Peak Hours: \_\_\_\_\_

Peak Foot Traffic (persons/hour): \_\_\_\_\_

Slack Foot Traffic (persons/hour): \_\_\_\_\_



# Store Site Proposal Form

Identify all competitors and customer sources within a 500-meter radius from the store site on the table below. Indicate approximate distance of each establishment from the site. Use separate sheet of paper if necessary:

Competitors	Commercial Centers (ex. malls, public market, grocery, etc.)	Office Buildings and Schools	Subdivisions or Residential Areas	Churches and Transport Terminals	Tourist Spots, Hotels and Resorts	Other Notable Establishments

## Foot Traffic Study

*Must be based on observations made in front of site. Walking traffic only. Please indicate total no. of people per hour.*

**Date of Data Collection:** \_\_\_\_\_

7:00 – 8:00		13:00 – 14:00		19:00 – 20:00	
8:00 – 9:00		14:00 – 15:00		20:00 – 21:00	
9:00 – 10:00		15:00 – 16:00		21:00 – 22:00	
10:00 – 11:00		16:00 – 17:00		22:00 – 23:00	
11:00 – 12:00		17:00 – 18:00		23:00 – 00:00	
12:00 – 13:00		18:00 – 19:00		00:00 – 7:00 <i>(if applicable)</i>	



# Store Site Proposal Form

## Primary Target Market Information

Brief Description of Target Market: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Estimated Annual Household Income: \_\_\_\_\_

Target Market Location(s): \_\_\_\_\_  
*(also indicate approximate distance from proposed site in meters)*  
 \_\_\_\_\_  
 \_\_\_\_\_

Estimated % Share in Total Foot Traffic: \_\_\_\_\_

## Competitor Information

Obtain the following information from the top five most threatening direct competitors for your target market in the area:

Competitor	Main Products	Price Range	Estimated Customer Volume (per hour)	Estimated Sales Volume (per day)	Competitive Advantage (vs BUGONG)
1.					
2.					
3.					
4.					
5.					



## Store Site Proposal Form

Why would the target market prefer Bugong over the competitors in your proposed site?

---

---

---

---

---

---

---

---

---

---

---

---

Based on the daily average foot traffic in your proposed business area, what percentage of that is the estimated Bugong business?

---

---

A franchisee's contribution into a franchising relationship is his/her familiarity with the local business area? What is your assessment of the Bugong business viability in your proposed unit location, and how do you intend to develop the Bugong business in this area?

---

---

---

---

---

---

---

---

---

---

---

---



# Store Site Proposal Form

## Location Sketch

Please draw the location sketch on the space provided below. Kindly include major landmarks, competitors, and establishments around the vicinity. Also attach actual pictures of the proposed store site and the surrounding premises. Use a separate sheet of paper if necessary.

## Disclaimer and Signature

*I certify that all the above information are true and correct to the best of my knowledge, and that this form is given to me free of charge and only for purposes of applying for a franchise. I am aware that this form is not considered as a franchise contract.*

\_\_\_\_\_ **Signature over Printed Name**

\_\_\_\_\_ **Date**

PLEASE ATTACH THIS FORM TO YOUR FRANCHISE APPLICATION.

-----  
**THIS SECTION TO BE FILLED BY BUGONG FRANCHISE SYSTEMS, INC. PERSONNEL**

Application Number	_____	Comments	_____
Received By	_____		_____
Date Received	_____		_____