

**> FRANCHISING ALERT****FRANCHISE SITE SELECTION**

The phrase “location, location, location” is often coined in the real estate industry. But it is equally important for businesses, especially where they operate from fixed premises.

There are a number of factors which influence site selection. Factors that need to be considered may include:

- > proximity of competitors
- > access to public transport
- > ease of access for delivery of supplies
- > ease of access to the premises by customers including disability access
- > traffic flow
- > pending public infrastructure works to roads, rail, etc
- > condition of the premises or centre
- > general condition of the surrounding neighbourhood
- > pending development works to the premises of centre
- > visibility of premises from the street
- > visibility of signage
- > premises leasing costs (eg. rent and outgoings)
- > condition of premises fitout
- > zoning restrictions
- > signage/advertising restrictions
- > whether you will be offered a Premises Lease or Occupation Licence (and the pros and cons of each)

There are various data resources available to assist the carrying out of due diligence in relation to identifying an appropriate site for a franchised business. These data resources are typically relied upon by franchisors, but are equally available to franchisees. For example, the Australian Bureau of Statistics: [www.abs.gov.au](http://www.abs.gov.au) provides information in relation to the demographic makeup of individuals within a particular geographic area, such as: (a) total population size (b) gender (c) geographic distribution (d) age; and (e) education level. Other data such as that gained through psychographic analysis can also assist with assessing a particular site.

Any enquiries about franchising can be directed to Raymond Duffy, Associate on 07 3233 9909 or email: [raymond@mdl.com.au](mailto:raymond@mdl.com.au)