



KULA KORNER

HURLINGHAM

P.O. BOX 25344-00603

NAIROBI. E-mail; info@kulakorner.co.ke

Site Selection Criteria(Self)/Validation Check List

1. Internal Factors.

a) Grounds & car-park.

Acreage.....Current usage
 Landscaping
 Sustainable competitive Advantage (on a separate piece of paper)

 Car- park & security.....
 Signage.....
 Wind Direction (chill/drought)

 Terrace (what does it
 overlook).....

b) Adjacent Activity.

Economic activity and its impact on the business

 Traffic flow & access.....
 Parking system
 Amenities provided i.e. lights, sewer,
 tarmac.....
 Catchment area (capacity min. 5,000 in the neighborhood) & approach-is it within walking
 distance.....

c) Restaurant.

Style
 Design & concept
 Access route and plan layout
 Fittings and furniture
 Equipment & installation pts.
 Service flow
 Counter & Display unit
 Storage & access from service points.

 Staff areas
 Kitchen layout

d) Public areas.

Corridor & hallways
 Bathroom & amenities
 Waiting area

- Cold / breeze
- Waste disposal pts
- Gas tank storage
- Water Reservoir
- Electrical load
- Back-up Generator.....
- e) Storage(back of house)
- Delivery entrance & storage
- Wet store/ Empties store
- Dry goods store
- Preparation & portion control room.
- f) General purpose/ meeting room..
- Adjacent private rooms
- Size and no..
- Audio Visuals
- Sound acoustics
- Business centre
- Lighting.....
- Furniture & fittings

2.External Factors.

- a) Competitors
- Location.....
- Product offer +quality & consistency.....
- USP-Unique selling pt.....
- Price range
- Ownership
- Standard of set-up.....
- Style.....
- Target market
- SWOT analysis
- Current turnover

- b) Legislation.
- By-laws
- Licences & permits
- NEMA and other local authority.....
- Pollution- noise/ music/ smoke/refuse/trucks/water disposal etc
- Public Health.....

- c) Marketing Survey.
- Trends.....
- Economic activity/ seasonality
- PR & market intelligence.....

Market dynamics.....
Growth span & direction.....
Demographics.....
Income brackets.....
Culture & trend.....
Perception on price.....
Product gap.....
Positioning.....
Specific target market.....
Economics growth/development.....
Future plans & dev in the area.....
Lifestyle.....

d) Financials;

Sourced funds.....
Trained personnel + cost.....
Internal control system.....
Financial projection.....
Benchmarks and costing
analysis.....

Others;

USP.....
Strategic competitive advantage.....
Availability and reliability of strategic
suppliers.....
Strategic sponsors within the
area.....
Business & marketing affiliations.....
Outside catering opportunities.....
.....
Management training level.....

Other

comments.....
.....
.....
.....
.....
.....
.....
.....
.....
.....