**Site Location Criteria**

You can create your own "Site Model" to objectively evaluate locations for your business. Do this by assigning different values to the ***factors that are most important for your particular business***. Then, each location can be evaluated against these measurements.

The following form gives you a methodical approach to evaluate the strengths and weaknesses of each potential location.

During the planning stage, assign different values to the factors that are most important for your particular business in the “Weight” column on a scale of 1-5 (5 being most important).  Then, each location can be evaluated against these measurements in the “Grade” column, on a scale of 1-10 (10 being highest).

Multiply the grade by the weight to determine the points for each factor.  Add up the points to get a total score. Repeat this process for each site to gain an objective, comparative analysis.

|  |  |  |  |
| --- | --- | --- | --- |
| **Site Criteria Table**  Fill out “Weight” column during planning stage  Fill out “Grade” column for each site evaluated | | | |
| **Site being evaluated:** | | | |
| **Factors** | **Weight 1-5** | **Grade 1-10** | **Total** |
| Size |  |  |  |
| Security |  |  |  |
| Noise Level |  |  |  |
| Parking |  |  |  |
| Access to Public Transportation |  |  |  |
| Overall Condition of Premises |  |  |  |
| Air Conditioning / Heating |  |  |  |
| Public Access |  |  |  |
| Closeness to Shipping Vendors |  |  |  |
| Availability of Skilled Workers |  |  |  |
| Accommodates Meetings or Clients on Site |  |  |  |
| Utilities Needs |  |  |  |
| Other Special Needs (fill out below): |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **Total Points** | | |  |