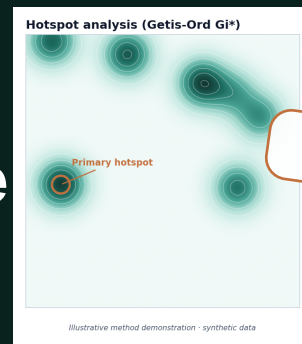


Retail and Restaurant Site Selection Report

Sample site scan for a neighborhood cafe expansion



SAMPLE

Site scan

SERVICE

Sample package

Retail

AUDIENCE

Ideal buyer

Lease decision

OUTCOME

Decision support

This preview shows the style, structure, and level of explanation a client can expect: a concise decision memo, clear maps, evidence tables, assumptions, limits, and next steps. All data shown here is synthetic or illustrative.

What the buyer can use it for

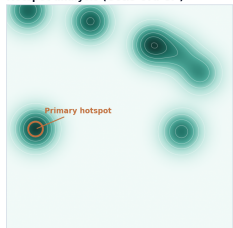
- Compare candidate sites with a clear ranking instead of gut feel.
- See competitor concentration, access context, and demand indicators in one memo.
- Use the recommendation table in a lease, franchise, or investor conversation.

Executive readout

Site B is the strongest starting point.

The sample analysis compares three hypothetical storefronts using competitor context, accessibility, nearby demand, and operational risk. Site B has the best balance of visibility, demand, and lower direct competition.

Hotspot analysis (Getis-Ord Gi*)



Illustrative method demonstration - synthetic data

B

TOP SITE

Best balance

Med

RISK LEVEL

Manageable

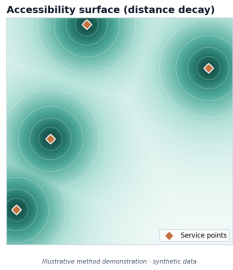


Site	Score	Primary upside	Primary risk
A	68	Strong access	Direct competitors nearby
B	84	Best demand and visibility	Parking constraints
C	59	Lower rent	Weak surrounding anchors

Map-backed evidence

What the map changes about the decision.

The map does not replace site visits. It narrows the question: where is the market already crowded, where is access strong, and where should the buyer look twice before committing?



10 min
TRADE AREA
Drive-time proxy

18
COMPETITORS
Illustrative count

Use in negotiation
Bring a structured risk memo into lease or franchise conversations.

Use in expansion
Compare the next round of locations against the same scoring logic.

Use in fieldwork
Focus site visits on access, parking, signage, and nearby anchors.

Use in planning
Document assumptions before spending money on deeper data.

Recommendation

Recommended next steps

A real report would finish with a decision recommendation, caveats, and a practical data request for deeper work.

Proceed

- Advance Site B to site visit and lease diligence because it shows the strongest overall evidence in this sample scan.
- Request pedestrian counts, rent terms, parking rules, and co-tenant information before final commitment.

Watch

- Site A may work if the brand can tolerate higher competitor pressure.
- Site C needs stronger evidence of destination traffic before it should be treated as a serious candidate.

Limitations

- This sample uses synthetic indicators. A paid engagement would use the client's actual candidate locations and the best available public or licensed data.