TABLE OF CONTENTS

Introduction

PART ONE — THE TOOLS

<u>Chapte</u>r

<u>Topic</u>

- 1. Principles of Restaurant & Quick Service Site Selection
- 2. Types of Restaurant & Quick Service Site Locations
- **3.** Knowing Your Customer
- 5. Trade Areas
- 6. Locational Criteria Considerations

PART TWO—APPLICATION OF MARKET AND LOCATIONAL TOOLS

- 7. Market Structure
- 8. Fieldwork or Gathering the Data
- 9. Demographics and Their Meaning
- **10.** Accessibility
- 11. Attitudes, Habits, & Patterns
- **12.** Competition
- **13.** Visibility & Exposure
- **14.** Market Employment
- 15. Income and Expenditure Dynamics
- **16.** Generative Areas
- **17.** Market Penetration
- **18.** Estimating Your Sales
- **19.** Computers and Site Selection
- **20.** Market Priorities and Saturation

PART THREE—IMPLEMENTATION

- 21. A Guide to Picking Restaurant Locations
- 22. A Guide to Picking Quick Service Food Locations
- 23. Site Economics and The Deal
- 24. Parking Guidelines
- 25. Zoning and the Approval Process
- 26. Downtown Locations
- 27. Shopping Centers, Malls, and Big Box Retailers
- 28. Food Courts
- **29.** Restaurant Valuation
- **30.** Cannibalizing Sales from Existing Units
- 31. Restaurants & Entertainment

Addenda