

The Franchise Perspective / Independent Entrepreneur

Choosing a Location - Demographics

QSR - Retail - Casual

- Condition and choice of location
 - Downtown
 - Suburb
 - Power Centres
- Usual for new - Suburb - Strip Malls
 - Power Centres - Kiosks
 - "ORS" - like new location - reasons - anchor draws
 - A few "ORS" - Like downtown
- Needs of Operator - Cost of buildout
 - Population / Mix
 - Parking
 - Locations
 - Tax Rates
- Unusual - Redevelopment - Revitalization
 - Costs - Term
 - Landlords
 - Incentives
 - New vs. Old (cost & texturing difference)
 - QSR - no appeal to them or customer
- Unique example of franchisor who loves downtown and small town redevelopment - "Coffee Culture"
 - Canadian - understand market
 - Unique concept - meeting spot vs drive thru

Show before and after pictures

- Small town - Hanover, St. Marys, Woodstock
- Urban - Brampton
- Décor draw - don't want new appearance
 - chrome and drywall "nyet"
- Future Sites already planned Tillsonburg, London, Sarnia, Grimsby, Pt. Perry

Experience

- Accomplishment
- enrich area
- spur re-development
- satisfy existing retail outlets
- bring people downtown - evening and weekends

Décor and Info available from me after session