TABLE OF CONTENTS

Introduction

PART ONE — THE TOOLS

Chapter

- 1. Principles of Restaurant & Quick Service Site Selection
- 2. Types of Restaurant & Quick Service Site Locations
- **3.** Knowing Your Customer
- 4. Exploring Your Locational Needs
- 5. Attitudes, Trends, Habits, & Patterns

PART TWO—APPLICATION OF MARKET AND LOCATIONAL TOOLS

- **6.** Market Structure
- **7.** Trade Areas
- **8.** Fieldwork or Gathering the Data Demographics and Their Meaning
- **9.** Demographics and Their Meaning
- **10.** Accessibility
- **11.** Competition
- 12. Visibility & Exposure
- **13.** Market Employment
- **14.** Income and Expenditure Dynamics
- **15.** Generative Areas
- **16.** Market Penetration
- **17.** Estimating Your Sales

PART THREE — PICKING LOCATIONS

- **18.** A Guide to Picking Restaurant Locations
- **19.** A Guide to Picking Quick Service Food Locations
- **20.** Site Economics and The Deal
- **21.** Parking Guidelines
- 22. Market Priorities and Saturation
- **23.** Zoning and the Approval Process

PART FOUR — SPECIAL CONSIDERATIONS

- **24.** Computers and Site Selection
- **25.** Downtown Locations
- **26.** Shopping Centers, Malls, and Big Box Retailers
- **27.** Food Courts
- **28.** Cannibalizing Sales from Existing Units
- **29.** Buying & Selling Restaurants
- 30. Negotiation

Index

Addenda