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General Requir.....e several aspects that are very important to consider when choosing a coffee shop location. Please fill out this form for each potential location:

以下几个方面是在咖啡店选址过程中需要考虑到的重要因素，请为每个潜在的咖啡店选址填写此表。

1. Visibility:

视觉要求:

1.1. How visible is your location from the sidewalk?

从人行道看，您的选址的可见度如何？

The location must be visible from the sidewalk and from both directions. There should not be any obstructions to the visibility so the location can be seen from ground floor 180°.

从人行道的两边看选址必须清晰可见，视线内不能有任何的障碍物，以保证从一楼看的视觉清晰度。

1.2. How visible is the location from the road?

从主干道看，选址的可见度如何？

The location must be visible from the road with no obstructions to the visibility so the location can be seen from as far a distance as possible.

从主干道看，选址必须清晰可见，中间不可有障碍物，从远距离看，都可以看到。

1.3. Does this location have good visible signage?

此选址是否有清晰可见的的门头？

The location must have a area for a overhead sign that can be lit at night. Ideally there should also be signage that can be built out to be visible from both sides.

选址必须要有门头的位置，晚上可以连接电源，有灯光效果，理想化的选址两边最好也可以做门牌。

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1.4. Can the customer see right into your location from the street?

顾客是否可以从主街上看见店里情况？

Visibility of your store is important but the more visibility to the inside of the location the better, if the customer can see the coffee machine from the street level this is very good.

店面的可见度非常重要，但是更重要的是店面内部的可见度，如果顾客可以从街面看见店面内的咖啡机就很好。

1.5. Are there any visibility challenges that need to be overcome? If so, how will you overcome this challenge?

有任何对可见度造成影响的因素吗？如果有，你将如何处理？

There may be creative ways to make the location more visible, but generally speaking the visibility of the store far outweighs the visibility of the sign.

让店面可见度提高的方法可以很新颖，一般来说店面的可见度比 logo 的可见度更重要。

2. Easy of in & out access

进出口容易度

1.1. Is there easy access to your location for the customer?

你的选址有没有对于顾客来说比较方便的进出口？

Two access points is very good, however at least one access point at street level is minimum requirement. At least one of these access points has to be a double door, 1.5m in width at least.

两个入口是最好的，至少在一层临街面有一个进出口，至少有其中一个门宽度达到 1.5 米，是双叶门。

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1.2. Is there any available parking?

是否有停车场？

Nearby parking is ideal, if there is no nearby parking then you are cutting down the customer count considerably.

附近有停车场是最理想的，如若没有停车场，对客流有很大的影响。

1.3. Is there outside seating access?

店面外面有没有服务区？

If the location has outside seating potential it should be in a area that is easily managed by the store staff and the seating, table etc has to be either lockable or be able to be stored in the location over night.

如果选址有安排外围服务区的潜质，服务区必须易于店员管理，而且桌椅晚上要便于储藏。

3. Neighborhood

周围环境

1.1. Who is your target market? and does it match?

你的目标市场是什么？跟.....的目标市场相符吗？

The target market for a store will depend on the city and specific location. However are majority market is middle class working age people. So the location must match this profile.

.....的目标市场根据城市和具体位置的不同而不同，而主要人群是针对中等收入的上班族，所以选址必须符合此要求。

1.2. Do people in your target market live or work nearby?

你的目标市场人群是在附近居住或工作？

Clearly defining your target market is key to building a successful store. This includes the age range, the type of society and their spending power. The closer the store is to many of your target market the better!

认清你的目标市场是成功开店的关键。这个包括年龄段，社会群体以及他们的消费能力，选址离你的目标市场越近越好。

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1.3. What businesses are directly next-door and opposite?

选址的周围和对面的商业环境如何？

The businesses next door or opposite will also work for or against you depending on what they are. The street or location is already known for something find out what that is and weather it suits a coffee shop.

选址的周边商业环境性质可以对你有利有弊，提前研究周边的商业环境，看是否适合开.....咖啡店。

1.4. What types of businesses are present within 5mins walk of your location?

选址周围步行 5 分钟之内，呈现的是怎样的商业环境？

Researching what is in close walking distance will also indicate the success or demise of a location. This information will also be very helpful when deciding aspects such as design, menu and marketing options.

分析临近步行范围内的环境，也可以显示出选址的成功与否，这些信息也有利于店面设计，惨淡设计，以及市场宣传。

1.5. What is the curb count at different times of day? and who are these people?

每天不同时间段的人流量如何？都是那些人群？

There maybe very specific times when there are notably more people in the location than other times, find out when and why by doing a curb count (counting people at the location at different times of the day and week)

有可能一天内有个特殊的时间段人流量比其他时间段的多，可以通过人流量调查来调查具体时间段，以及为什么（在每天以及每周不同的时间段内进行调查。）

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1.6. Is the location in a special area with a time or season restriction?

选址是否在一个有时间或者季节限制的特殊区域？

Some locations have special timing restrictions such as malls or special tourist streets etc. This can be both an advantage as well as a disadvantage. The more you are aware of these the better.

有些选址位于有特殊时间段要求的比如说购物商场或者旅游景点，这可以是优点，也是缺点，你越清楚这个利弊越有利。

1.7. What potential competition is in the area and how close is it to your location?

在选址周围有没有竞争对手，离你有多远？

Knowing your local competition is imperative. Find out all you can about your competitions market and times of running. Sometimes what seems like competition can actually be partnership, but don't be ignorant to who and what is close by.

了解你的竞争对手是必要的，调查所有相关竞争对手的目标市场以及营业时间。有时候看起来是竞争立场，事实上可以建立合作关系。但是不能对周边环境一无所知。

4. Cost & Contract issues

费用&合约问题

1.1. Can you afford the space? What is the rent?

房租是多少？你是否可以支付房租？

If the rent in a particular location is expensive, the cost can be justified only if projected sales will more than cover the expense.

如果选址的租金偏高，那就意味着预销售额能涵盖住支出，高租金才合理。

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1.2. Is there a Zhuanrang fee?

是否有转让费？

These added costs are difficult to predict and calculate into future payback so high zhuanrang fees are difficult to handle. Remember that who has future authority to zhuanrang the location is a contractual point that needs to be negotiated.

高额的转让费很难处理，这个额外费用的资金回笼很难预算，在签合同的时候选址的转让权需要协商清楚。

1.3. Is the location privately owned?

选址是否是私人产权？

Make sure you know whom the legal owner of the property is and be sure to enter into a contract only with the legal owner!

确保你知道合法产权拥有者，并且和他签署合同。

1.4. Are there any special restrictions or license issues in the area of location?

选址区域，是否有特殊限制或要求？

There can be special restrictions in certain locations that restrict the smooth operating of a coffee shop. For example no cooking, or outside signage having to fit a specific look. Make sure you ask around with other business owners, not only the location owner.

有些选址有可能会有影响.....顺利营业的特殊限制和要求。比如不能做饭，或者外面的门牌有特殊限制，确保你问清楚周围的业主，不仅仅是你的业主。

5. Specifics

细则

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1.1. What is the size of the location?

选址的建筑面积是多少？

With a coffee shop there is an optimum size range that best fits the model so taking a location that is either too small or too big can greatly impact the success of the store.

.....咖啡店选址大小有个可选择范围，选址过大或者过小都会对生意成功与否有很大的影响。

1.2. How many floors and what is presently on each floor?

有多少层，每层目前是什么？

Depending on the location one or multiple stores can either be a advantage or a disadvantage.

一家店面还是多加店面的利弊取决于此。

1.3. What is the present use of the building?

选址建筑目前是什么用途？

what ever the building is/was used for before it gets turned into a seems irrelevant. However it isn't, knowing this plays very heavily into a decision to take a location or not. The more you know about the previous use of the building will help considerably with the compatibility of the location and a store.

选址在做.....以前或是目前是做什么看起来没有什么关系，其实至关重要，你知道关于以前的情况更多，更有利于你在诸多的.....选址做决定。

1.4. How old is the building?

选址的建筑情况如何？

The age of the building is very important when it comes to design and renovations. Very old buildings often have water or heating issues for example.

建筑的年龄对设计和装修很重要，老建筑在供水，供暖方面一般都会遇到问题。

1.5. Is there water, electricity and gas access to the location?

选址内有没有，店，水，天然气接口？

Make sure that these basic utility needs are worked out before a contract is negotiated.

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确保租赁合同签注之前，基础设施问题已解决。

1.6. How will waste be handled?

如何处理垃圾？

A coffee shop will generate lots of waste from garbage to waste water. make sure that this basic operation can be handled easily.

一个咖啡店会产生很多的垃圾以及废水，要保证这些基本操作很容易进行。

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