

**KINOHIMITSU Outlet Pre-opening Manual  
Site Selection Form**

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Date of Survey:	
Prepared by:	
Country:	
City:	
Site Name & Address:	

## BPM Appendix 2 – Site Selection Form

### SECTION A: SPECIFIC SITE- GENERAL INFORMATION\*

- Unit Number: \_\_\_\_\_
- Floor Area: \_\_\_\_\_ sq ft
- Date of Expected Availability: \_\_\_\_\_
- Estimated Monthly Rent: \_\_\_\_\_
- Free Rent Days: \_\_\_\_\_ (e.g. 30 days)
- Lease Term: \_\_\_\_\_
- Current Tenant (if any): \_\_\_\_\_



**Photo of the Specific Site**

*\*Note: Please attach the floor plan.*

**SECTION B: MACRO SITE FACTORS – ASSESSMENT**

- Retail Mall Category (please attached a map of the area in your application):

- Shopping Mall: 1) Contact number : \_\_\_\_\_
- 2) Website : \_\_\_\_\_
- Street Shop / Shop house
- Others (please specify) : \_\_\_\_\_

- Location:

- Shopping Area
- City Area
- Residential Area
- Business/ Commercial Area
- Others (please specify) : \_\_\_\_\_

- Hours of operation: from \_\_\_\_\_ (am) to \_\_\_\_\_ (pm)

- Is **Parking Facility** available?

- Yes: \_\_\_\_\_ (lots)     No

- Are there **Lift** facilities available?

- Yes: \_\_\_\_\_ (lifts)                                   No

- Public Transport:

Type of Transport (e.g. bus, train)	Distance from Site (e.g. 300m)

- Is there any restriction imposed by Landlord that will affect your business?

- Yes (Please elaborate in the box provided)     No

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- Catchment within **500 m** from the Mall / **2 km** within the Street Shop:

Description	Details (e.g. brand names)
<input type="checkbox"/> Shopping Mall	
<input type="checkbox"/> Commercial Buildings	
<input type="checkbox"/> Residential Properties	
<input type="checkbox"/> Eating Places	
<input type="checkbox"/> Parks and places of interests	
<input type="checkbox"/> Others	

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- **Tenant Mix** within the Mall (Skip this page if the site is not a Mall)

Description	Details (e.g. brand names)
<input type="checkbox"/> Make-up and cosmetics studios	
<input type="checkbox"/> Manicure and pedicure salons	
<input type="checkbox"/> Beauty and hair salons	
<input type="checkbox"/> Personal care shops	
<input type="checkbox"/> Fashion apparels and accessories shops	
<input type="checkbox"/> Food & Beverages	
<input type="checkbox"/> Departmental Stores	
<input type="checkbox"/> Others	

- Anchor Tenant(s): 1. \_\_\_\_\_  
2. \_\_\_\_\_

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- **Customer Profile** within the Mall / in the Street Shop area

Description	Estimated Percentage (%)
<input type="checkbox"/> Professionals, Managers, Executives and Business woman	
<input type="checkbox"/> Working professionals age between 25 – 40 years old	
<input type="checkbox"/> Mid to upper-middle income group	
<input type="checkbox"/> Educated and well-informed	
<input type="checkbox"/> Focus on health related and enhancement functional drinks	
<input type="checkbox"/> Value personalised buying and service experience	
<input type="checkbox"/> Purchase based on social referrals	
<input type="checkbox"/> Others	

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**Competitor Mix** within the Catchment Area:

Top 3 Competitor(s):

**Competitor #1:**

Brand Name: \_\_\_\_\_

**Details:**

**Competitor #2:**

Brand Name: \_\_\_\_\_

**Details:**

**Competitor #3:**

Brand Name: \_\_\_\_\_

**Details:**



**BPM Appendix 2 – Site Selection Form**

- **Competitor Mix** within the Mall ((Skip this page if the site is not a Mall))

Competitor #1	
Description	Details
Name	
Store Size (sqft)	
Distance from your site	
In operations since (year)	
Nature of Business	
Product Range	
Price Range (\$)	
Average Customer Spending (\$)	
Promotional Activities	
Customer Profile and Traffic Count	
Remarks:	

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Competitor #2	
Description	Details
Name	
Store Size (sqft)	
Distance from your site	
In operations since (year)	
Nature of Business	
Product Range	
Price Range(\$)	
Average Customer Spending (\$)	
Promotional Activities	
Customer Profile and Traffic Count	
Remarks:	

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Competitor #3	
Description	Details
Name	
Store Size (sqft)	
Distance from your site	
In operations since (year)	
Nature of Business	
Product Range	
Price Range(\$)	
Average Customer Spending (\$)	
Promotional Activities	
Customer Profile and Traffic Count	
Remarks:	

**BPM Appendix 2 – Site Selection Form**

**SECTION C: MICRO SITE FACTORS – ASSESSMENT**

**Compatibility** with nearby stores is best defined as the following:

- a) The stores are on the same level;
- b) 2 to 3 minutes walking time or within 400 metres of walking distance between stores;
- c) The stores are likely to be visited by customers of **KINOHIMITSU**.

Name of Nearby Store (include Teller Machine)	Description (e.g. hours of operations, clientele, products sold, average customer spending, etc)	Remarks

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### Technical Considerations:

The Checklist below provides the criteria for technical consideration.  
Please put a tick ✓ if the criterion is present.

No.	Criteria	Present ✓	Remarks
1	Outlet Space (at least sqft)		
2	Availability of basic amenities within walking distance		
	<ul style="list-style-type: none"><li>Lifts</li></ul>		
	<ul style="list-style-type: none"><li>Car park</li></ul>		
	<ul style="list-style-type: none"><li>Toilets</li></ul>		
	<ul style="list-style-type: none"><li>Air-conditioning</li></ul>		
	<ul style="list-style-type: none"><li>Good lighting facilities</li></ul>		
3	Limitations set by the shopping mall (if the shop is located in a mall)		
	<ul style="list-style-type: none"><li>Opening hours of the mall</li></ul>		
	<ul style="list-style-type: none"><li>Restriction on renovation time/ period</li></ul>		
	<ul style="list-style-type: none"><li>Restriction on noise from renovation</li></ul>		

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Based on the findings, does the site fulfill all the technical conditions required of a **KINOHIMITSU** boutique?

- Yes       No

If the answer is "no", please elaborate on how the issue(s) can be resolved in the box below.

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- **Future Potentials (if any):**

Future Potential (e.g. land redevelopment)	Descriptions	Remarks (e.g. completion date)

**SECTION D: COMMENTS**

- **Distributor:**

Why do you think the site is suitable?

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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- **Principal:**

Comments:

Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_