

No.	Attribute	Description	Remark
1	Proximity to Target Customers	Will the outlet be located in a reputable and prominent mall?	
2		Is the location within the prime shopping district?	
3		Is there high traffic within the shopping area?	
4		Are the surrounding vendors or service complementing the Kinohimitsu brand?	
5		Are the shoppers from the middle- to upper-middle income group?	
6	Complementary Environment	<p>Is the outlet near businesses and services such as</p> <ul style="list-style-type: none"> • Personal care stores • Health food stores • Make-up and cosmetic stores • Manicure and pedicure salons • Beauty and hair salons • Fashion apparels and accessories shops 	
7	Accessibility	Is the outlet near public transportation?	
8		Does the outlet have easy access from expressways or alternate routes?	
9	Competitor Analysis	Does Kinohimitsu fulfil a niche that has not been filled in the area?	
10		Are there direct competitors within the outlet?	