

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

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

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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.*

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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:

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- **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: | |

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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">Lifts | | |
| | <ul style="list-style-type: none">Car park | | |
| | <ul style="list-style-type: none">Toilets | | |
| | <ul style="list-style-type: none">Air-conditioning | | |
| | <ul style="list-style-type: none">Good lighting facilities | | |
| 3 | Limitations set by the shopping mall (if the shop is located in a mall) | | |
| | <ul style="list-style-type: none">Opening hours of the mall | | |
| | <ul style="list-style-type: none">Restriction on renovation time/ period | | |
| | <ul style="list-style-type: none">Restriction on noise from renovation | | |

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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: _____