

**LAY BARE WAXING SALON
Market Study Form**

NOTE :

- 1. 1.THIS MARKET STUDY FORM IS ONLY A GUIDE. PLEASE USE A SEPARATE PAPER TO INDICATE YOUR FINDINGS PER INFORMATION REQUIRED. DO INCLUDE AS WELL PICTURES OF THE TARGET LOCATION TAKEN FROM DIFFERENT VIEW FOR PROPER PERSPECTIVE. PREFERRABLE SIZE OF PICTURE SHOULD BE 5X7 COLORED.**
- 2. 2. HIGHLY RECOMMENDED THAT THE APPLICANT PERSONALLY UNDERTAKE THE COMPLETION OF THIS MARKET STUDY**

A. GENERAL INFORMATION OF LOCATION

1. Location Address:

Main or Side Street:
Access to Public Transportation:
Parking Slots Available:

2. Rentals/Utilities:

Floor Area:
Monthly Rental:
Other Charges:

Lease Term:
Renewal:
Escalation Fee:
Floor Level:
Previous Tenants:
Bathroom/Provision for Pantry:

Utilities: (Indicate if with separate meter or flat rate)

Water:
Electricity charges:
Association Dues:
Provision for Phone & Internet

Any Restrictions (signages, wattages, etc.)

3. **Accessibility/Visibility:** (Distance is measured by number of steps)

- a. **LAY BARE** Signage Visibility
(to be measured by number of steps signage is visible)

NORTH
SOUTH
EAST
WEST

- b. Accessibility:

Site accessibility from the main flow of people.

Describe Manner/Facility of Entry and Exit:

B. MARKET SPECIFICS:

1. FOOT AND VEHICULAR TRAFFIC

A tally counter that can be bought from any bookstore will count the number of people and vehicles passing in-front of the proposed **LAY BARE** site. Hours indicated. **LAY BARE** may give you specific hours only.

THIS COUNT TO BE DONE FOR A MINIMUM PERIOD OF SEVEN (7) DAYS MONDAYS TO SUNDAYS. INDICATE EACH SHEET PER DAY.

FOOT TRAFFIC

HOURS

**18 – 30
YEARS OLD**

**31 YEARS OLD
AND ABOVE**

9:00 - 10:00 AM

10:00 - 11:00 AM

11:00 - 12:00 NN

12:00 - 1:00 PM

1:00 - 2:00

2:00 - 3:00

3:00 - 4:00

4:00 - 5:00

5:00 - 6:00

6:00 - 7:00

7:00 - 8:00

8:00 - 9:00

TOTAL _____

Of the Total Foot Traffic, how many can you attract to enter at **LAY BARE?**

VEHICULAR TRAFFIC

HOURS

PRIVATE VEHICLES

9:00 - 10:00 AM

10:00 - 11:00

11:00 - 12:00 Noon

12:00 - 1:00 PM

1:00 - 2:00

2:00 - 3:00

3:00 - 4:00
 4:00 - 5:00
 5:00 - 6:00
 6:00 - 7:00
 7:00 - 8:00
 8:00 - 9:00

TOTAL _____

Of the Total Vehicular Traffic, how many can you attract to be potential customers at **LAY BARE** Branch?

2. DEMOGRAPHICS

For Free Standing Type **YES** **NO**

a. Do residents of the site belong to B and C market?

b. Will they patronize services of **LAY BARE Branch**?

c. What is your branch estimated volume of Customer per day?

During weekdays?

During weekends?

3. Competitors (these may be those that offer directly similar services and those that have waxing services as add-on to their regular services)

- a. Visit and observe **LAY BARE** direct competitor within your area like 250 meter radius

	Distance	Time of	No. of
<u>Competitor's Name</u>	<u>From Site</u>	<u>Observation</u>	<u>Customers</u>

- b. How do **LAY BARE** average prices compare with the competition?

<u>Competitor's</u>	<u>Services</u>	LAY BARE	
		<u>Price</u>	<u>Price</u>
_____	1.	_____	
_____	2.	_____	
	3.		
	4.		

- c. What are the strengths and weaknesses of your competitors?

Strengths	Weaknesses
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- d. Evaluate the Customer Service offered by competitors.

3. Other Markets

- a. What other markets (or areas where potential customers will be coming from) can you explore for **LAY BARE** besides the ones passing by your site?

Market	Distance from Site
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4. Traffic Magnets

Are there villages, malls, sports complex, movie theaters, gasoline stations/ convenience stores within 1-km radius of your site?

Traffic Magnets	Distance from Site
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5. Assessment of the Market

- a. How much sales you think site will generate daily? _____ monthly?
- b. Where will most of your customers come from?

- c. How do you intend to promote **LAY BARE**?

8. Other Potential Sites

- a. Do you see other sites within the scope of 1 KM to put up LAY BARE? _____
- b. Will there be a potential to put up two (2) more branches on the 1st twelve months of upon opening the 1st branch? _____
- c. How about possibility of three (3) branches on the 2nd year

What are the other things have you noted about your target area being studied?
Example may be zonal regulations by homeowners' association, flooding, peace and order, etc

Note: My accomplishing this form does not obligate **LAY BARE** to award the franchise to me. I understand the Market Study is subject to verification.

Prepared by:

Franchise Applicant

Date