

Site Selection & Catchment Analysis

Retail & E-Commerce

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Judge a location before you sign the lease — a catchment analysis, a factor-by-factor scorecard, red flags, a rent sanity check and a proceed, negotiate or avoid verdict. Fill in your details below.

Purpose of this tool & output

Judge a location before you sign the lease

How the output is used

Use the catchment analysis to judge a location on footfall, competition and demand before you sign the lease.

Who should vet it

A retail/real-estate advisor, to confirm the catchment read.

Important cautions

AI-generated assessment; do a physical footfall study before committing.

Companion documents

- Franchise Model Designer
- Franchise Agreement Draft
- Franchise Disclosure Document
- New Store Business Case
- Franchisee Onboarding Kit
- Retail Expansion Roadmap

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.