



SITE FEASIBILITY ASSESSMENT TEMPLATE

Section 1: Site Information

Item	Details
Site Name / Proposed Location	
Address	
Date of Assessment	
Assessed By	
Site Type	<input type="checkbox"/> Warehouse <input type="checkbox"/> Retail <input type="checkbox"/> Mixed-Use <input type="checkbox"/> Other
Current Use of Site	

Demographics & Market Demand

Key Metrics (5–10 km radius)

Metric	Data	Notes
Total Population		
% Population Aged 12–25		
Median Household Income		
Number of High Schools Nearby (List)		
Sports Clubs / Academies Nearby		
Youth Crime Rate / Intervention Programs		

Market Demand Summary

- Strengths:
- Challenges:
- Market Fit for UAC: Strong Moderate Weak



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Competitor Analysis

Competitive Landscape

Competitor Type	Name	Distance	Key Services	Pricing	Strengths	Weaknesses
Direct Competitor						
Indirect Competitor						
Substitute Services						

Market Gap Identified

- Youth performance training
- Recovery services
- Multi-sport offerings
- Affordable performance training

Summary of Competitor Pressure: Low Medium High



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Location & Accessibility

Access & Visibility

Factor	Details / Notes	Rating
Main Road Visibility		<input type="checkbox"/> Poor <input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent
Foot Traffic		<input type="checkbox"/> Low <input type="checkbox"/> Moderate <input type="checkbox"/> High
Parking Availability		<input type="checkbox"/> Poor <input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent
Public Transport Access		<input type="checkbox"/> Poor <input type="checkbox"/> Fair <input type="checkbox"/> Good <input type="checkbox"/> Excellent
School Proximity		

Site Specifications

Requirement	Data	Pass/Fail
Zoning Approved for Recreation		<input type="checkbox"/> Pass <input type="checkbox"/> Fail
Ceiling Height (min. requirement)		<input type="checkbox"/> Pass <input type="checkbox"/> Fail
Floor Space (minimum sqm)		<input type="checkbox"/> Pass <input type="checkbox"/> Fail
Structural Condition		<input type="checkbox"/> Pass <input type="checkbox"/> Fail



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Financial Viability

Cost Overview

Item	Estimated Cost	Notes
Lease Rate (per sqm)		
Monthly Rent		
Annual Rent (with escalation)		
Fit-out Cost		
Equipment Cost		
Local Labour Rates		
Council Permits & Fees		

Financial Assessment

- Expected ROI:
- Expected Breakeven Timeline:
- Financial Viability Rating: Strong Moderate Weak

Council Grants or Initiatives Identified

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Community Potential Rating

Strong Moderate Weak



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Risk Assessment

Risk Factors

Risk Type	Details	Severity	Mitigation
Zoning Restrictions		<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	
Noise Restrictions		<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	
Crime/Environmental Risks		<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	
Landlord Limitations		<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	
Flood/Structural Concerns		<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High	



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Final Recommendation & Next Steps

Overall Site Evaluation

- Highly Recommended
- Recommended with Conditions
- Not Recommended

Key Strengths

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Key Red Flags

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Action Steps

- Secure council pre-approval
- Conduct lease negotiation
- Finalize site measurements
- Begin concept design with project manager
- Prepare financial projections
- Obtain final approval to proceed

Approval

Role	Name	Signature	Date
Assessor			
Franchise Development Lead			
Country Manager			