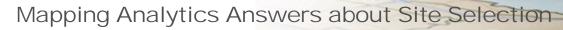
## Ten Questions



- 1. Where are the best markets for expansion?
- 2. How many stores can we place in this market?
- 3. Within a market, in what micro-areas should we place our stores?
- 4. Can you assess top line potential? Analog Comparison? Pass/Fail? Sales Range Classification? Sales Forecast?
- 5. Have you filtered all available data down to key criteria that determine the success or failure of our stores?
- 6. Will a store in this location cannibalize sales from our other stores?
- 7. Have we positioned locations to maximize market coverage or are we missing pockets of opportunity in our existing markets?
- 8. Should we close a store due to poor volume, or is there true sales potential that we are not achieving?
- 9. Do we remodel or move a unit?
- 10. Can you forecast sales for potential store locations?

