

MESRA SHOPPE SITE ACQUISITION CHECKLIST



MESRA CONVENIENCE STORE DEPARTMENT

FORM: SA 1

Location:	
Address:	
Landlord Details:	
Monthly Rental (RM):	
Tenancy Term: (Years)	

Sketch of site dimension: * Please provide site photograph, location map and Google map

Shop Entrance:

Glass:	
Roller shutter:	
Others: <i>*please specify</i>	

Wall:

	Yes	No
20ft wall for food counter and sales counter;		
24ft wall for chiller and freezer		
4ft wall for ATM		

Floor:

Cement:	
Tiles:	
Others: <i>* please specify</i>	

Electrical: ** Please indicate on sketch*

Lighting type & no's	
Power point no's	
Air conditioning piping	

Area Demography:

Density	Yes	No	Remark
High population area (residential + transient)			
Walking distance from target market			
Populated by medium to high income group			

Traffic:

Passes by traffics and pedestrian	Yes	No	Remark
High passer by count per minute (walking traffic)			
Consistent traffic flow for minimum of 8hrs per day			

Activity Generators:

Activity that could possible contribute to sales	Yes	No	Remark
Point of interest or tourist spots			
High density residential, office or commercial centre			
Evening generators, restaurant & hang out places			

Site Characteristic:

Density	Yes	No	Remark
Street level/corner location/intermediate			
Normal shop lot size (please indicate size)			
Highly visible & excellent accessibility			
Dedicated street parking will be an added advantage			

Competitor:

Numbers of existing competitors (convenience store, provision shop and mini mart within 500M)	Yes	No	Remark

Proposed Product Offering:

(*percentage adds to 100%)

	Category	%	Remark
Prompt	Cigarettes, Medicine, Battery, News paper & Mags, Services		
Browse	Snacks, Confectionery, Biscuits, Grocery product, Household product, Health & Beauty Product		
Choose	Drinks, Sandwiches, Cut fruits, Salad		
Food To Go	Local food offerings for breakfast, lunch and in between, Bakery, Cut fruits		

Sales Forecast:

Potential Daily Sales (RM)	
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Acknowledge:

Prepared by:	Signature:
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