Location assessment form for BANK

Branch Name……………………………………

Location : ………………………………………..

License : ……………………………………………………………………………..

Item		Full score	Point	Weight	Score=PxW
1	**Location of Branch**	**Full score = 5**	5	30	150
	1.1 In department store / Big office building (high=5,medium=4,low=3)	5			
	1.2 In business district / tourist attraction area(high=5,medium=4,low=3)	5			
	1.3 In industrial area / Transport station	3			
	1.4 In educational Institute / In hospital	3			
	1.5 etc.	1			
2	**Traffic by branch**	**Full score = 5**	3	20	60
	2.1 In prime point of traffic (Level A)	5			
	2.2 Out of prime point of traffic (Level B:1-50 Meters)	3			
	2.3 Out of prime point of traffic (Level C:>50 Meters)	0			
3	**Break Even Point**	**Full score = 5**	0	20	0
	3.1 Break Even Point < 3 yrs.	5			
	3.2 Break Even Point = 3 yrs.	3			
	3.3 Break Even Point > 3 yrs.	0			
4	**Parking of TBANK**	**Full score = 5**	5	20	100
	4.1 Yes, In building / Out of building within 20 meters	5			
	4.2 No.(Competitors no parking too)	3			
	4.3 No.(Competitors with parking)	0			
5	**Facade facing towards**	**Full score = 5**	0	20	0
	5.1 North / South (In department store with shading = 5 points)	5			
	5.2 East / NE-SE	3			
	5.3 West / NW-SW	0			
6	**Risk**	**Full score = 5**	5	10	50
	6.1 Without any risks	5			
	6.2 In vicinity of risks (Gas station, Crowded area)	3			
	6.3 In vicinity of natural risks (Water / Wind / Fire)	0			
7	**No.of competitors**				
	7.1 within 100 meters	**Full score = 5**	5	5	25
	No competitors	5			
	1 - 5 branches	3			
	> 5 branches	0			
	7.2 within 1,000 meters	**Full score = 5**	3	5	15
	No competitors	5			
	1 - 10 branches	3			
	> 10 branches	0			
8	**Nearest TBANK branch (> 1,000 meters = 5 points)**	**Full score = 5**	5	10	50

Item		Full score	Point	Weight	Score=PxW
8.1	501 - 1,000 meters	4			
8.2	100 - 500 meters	3			
8.3	< 100 meters	2			
9	**Business opportunities (from CEO+Branch Channel)**				
9.1	Deposit customer base	**Full score = 5**	5	10	50
	Exsiting TBANK & new customer base	5			
	Exsiting TBANK customer base	3			
	Need to acquire new customer base	0			
9.2	Loan customer base	**Full score = 5**	5	10	50
	Exsiting TBANK & new customer base	5			
	Exsiting TBANK customer base	3			
	Need to acquire new customer base	0			
9.3	Hire purchase customer base	**Full score = 5**	5	10	50
	Exsiting TBANK & new customer base	5			
	Exsiting TBANK customer base	3			
	Need to acquire new customer base	0			
	Total	**Full score = 5**		850	600

Remark : * Assessment score : 70% - 100% = approve , < 70% = not approve **71%**

Comments :

☑ Approve   ☐ Not approve

Additional support reason : ....

Assessment by

Channel Dep.

……./… …./…….