

QUICK SHOP EVALUATION

Competitor Name |

Date | **Location** |

How long was the line?				
How long did it take you to reach the cashier? (deduct one point if takes longer than 1 minute per guest ahead of you)				
Was the cashier greeting friendly?	YES NO	3	0	
Any suggestive selling?	YES NO	1	0	
What was the process to pick up the order? (Name, number, pager, cell phone message, app alert)				
How long did it take to get your food after the order was placed?				
Was the wait acceptable to you?	YES NO	1	0	
Did other guests seem happy with their food and the service time?	YES NO	1	0	
How was the food handed out?				
Were you thanked and invited back?	YES NO	1	0	
How does the food look? (Not burnt, crushed, sloppy, etc.)	Great Average Bad	3 1 0		
Was the food appropriately hot, cold, fresh, crispy, tasty?	YES NO	1	0	
Did their line maintain after your order was placed?	YES NO	1	0	
Did the staff seem focused on serving guests and appeared to be hustling? No personal chatter.	YES NO	1	0	
Was the interior clean and organized? (As best you can tell without appearing nosey)	YES NO	3	0	
Was the exterior clean and the menu easy to read and understand?	YES NO	1	0	
Enough room to handle the line (Or if one developed) without blocking other people trying to get around.	YES NO	1	0	
Enough parking?	YES NO	1	0	
Social media presence? Does truck list social media?	YES NO	2	0	
Responds to every comment.	YES NO	2	0	
All accounts active. (If they are open each account should at least one post from that day)	YES NO	2	0	
Do they have a loyalty program? Did they offer it to you?	YES NO	1	0	

NOTES

26 Possible points. | 25 to 26 Strong Competition | 22 to 24 Good Competition | 19 to 21 Poor Competition |
Less than 18 buy them out