**Ease of Access for Target Market**: ………………………………………

For each criterion score out of five in the grey column according to how easy access is relative to other markets you are considering. This scoring will vary between all the markets you are considering.

To take account of the different levels of importance to you across the criteria you can choose to weight them by distributing ten points across the criteria in the orange column. This weighting will be constant for all the markets you are comparing.

You can calculate your total score by multiplying the two scores together. The green box gives you your total ‘ease’ score for that market.

Our Ease of Access Criteria Ease Weighting TOTAL

|  |  |  |  |
| --- | --- | --- | --- |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| T O T A L |  |  |  |

**Potential for Target Market**: …………………………………………

For each criterion score out of five in the grey column according to how important this criterion is relative to other markets you are considering. This scoring will vary between all the markets you are considering.

To take account of the different levels of importance to you across the criteria you can choose to weight them by distributing ten points across the criteria in the orange column. This weighting will be constant for all the markets you are comparing.

You can calculate your total score by multiplying the two scores together. The green box gives you your total ‘potential’ score for that market.

Our Market Potential Criteria Potential Weighting TOTAL

|  |  |  |  |
| --- | --- | --- | --- |
| 1 |  |  |  |
| 2 |  |  |  |
| 3 |  |  |  |
| 4 |  |  |  |
| 5 |  |  |  |
| T O T A L |  |  |  |