

Identification of Site Selection Factors in the U.S. Franchise Restaurant Industry: An Exploratory Study

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(ABSTRACT)

The purpose of this study was to identify and rank the importance of the site selection factors that influence the U.S. franchise restaurant industry as well as rank the confidence level of the experts. To identify the site selection factors, this study sought assistance and support from restaurant professionals. The Delphi technique was used to elicit the opinions of a panel of experts regarding the site selection factors.

The panel was composed of restaurant professionals of restaurant companies which had already developed franchised units in the U.S. Panel members suggested a total of 56 factors under six different headings: general location, position of site, demographics, traffic information, competition, and cost consideration. They reached a consensus on the site selection factors on most of the issues. The result of study showed that the factors identified under position of site and competition are major aspects that influence the site selection of the restaurant companies.

DEDICATIONS

I would like to dedicate this work to my family. Without their love, patience, and support, I would not have made it through. I would like to express my deep love for my family.

To my parents, Jongkwon Park and Bangja Lee who always have loved unconditionally and supported truly throughout my life.

To my parents-in-law, Jintak Kim and Youngja Seo, who always have encouraged and believed in me during my study at Virginia Tech.

To my brother and sister who always have loved.

To my brothers-in-law and sisters-in-law who always have supported.

To God, who is always giving me strength, love and guidance.

Finally, to my lovely children, Sangah and Sangyeop and to my beautiful wife, Juyeon Kim, who always have loved, supported, and patient.

ACKNOWLEDGEMENTS

The completion of this work would not have been possible without the contribution of many people who encouraged and guided to whom I would like to express my appreciation.

I would like to acknowledge my thesis committee, a wonderful group of individuals who supported and guided me to my success.

First and foremost, I want to thank Dr. Mahmood Khan, my advisory committee chairman, for all the time and effort gave me. Also for the willingness to finish the process while I was under the time constraints to complete the degree. Thank you for your patience, guidance, and encouragement, which have been an integral part of my successful completion of the degree.

As for my other committee members, a sincere thanks to Dr. John Williams for all the time and advice and a sincere appreciation to Dr. Candice Clemenz for warmth and encouragement. Thank you for your valuable insights and contributions on such short notice to help me complete this research.

I would like to acknowledge the companies who contributed their time to this study. I believe the strength of research is based upon their expertise.

I also would like to acknowledge the friendship of my fellow graduate students at Virginia Tech. I had the good fortune to know them throughout my master program.

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