

Name \_\_\_\_\_

## How Do Fast Food Chains Decide Where to Build Their Restaurants?

### Multiple Choice Questions

1. What is the first step in choosing a location for a fast food restaurant?
  - a) Analyzing competition
  - b) Estimating the cost of real estate
  - c) Conducting market research
  - d) Assessing traffic flow
  
2. Why do fast food chains prefer locations with high traffic volumes?
  - a) To reduce competition
  - b) To keep costs low
  - c) To attract more potential customers
  - d) To comply with zoning laws
  
3. How do fast food chains adapt to local preferences and culture?
  - a) By offering regional specialties and seasonal items
  - b) By avoiding areas with nearby businesses
  - c) By targeting a broad, generic menu
  - d) By increasing rent in prime locations
  
4. Why is compliance with zoning laws and regulations important in site selection?
  - a) To tailor the menu to local preferences
  - b) To assess competition and market saturation
  - c) To ensure the restaurant is easy to reach
  - d) To avoid legal issues and operate within the law
  
5. What is the significance of considering future growth and expansion when choosing a location?
  - a) It helps attract complementary businesses.
  - b) It allows for cost-effective real estate options.
  - c) It ensures a prime location with high visibility.
  - d) It enables the restaurant to grow with the community.

