

Name \_\_\_\_\_

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

### Short Answer

1. How does market research influence the choice of a fast food restaurant location?
2. Explain why traffic flow and accessibility are critical factors in site selection.
3. How can zoning laws and regulations impact the decision of where to build a fast food restaurant?
4. Give an example of how fast food chains adapt to local preferences and culture.
5. Why is it essential for fast food chains to consider both car traffic and foot traffic when selecting a location?

