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Franchise Purchasing Sample Proposal

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October 16, 20xx

Vincente Selena
Selena's Subs Franchises
4500 Highe Street
Suite 100
Chicago, IL 60604

Dear Mr. Selena,

Please find enclosed our feasibility study in application for a Selena's Subs franchise in Boise, Idaho.

We want to be the first to introduce Selena's Subs to Idaho.

We are a new Limited Liability Corporation (LLC) formed by two couples who plan to co-manage the restaurant. We are well funded and well versed in business, as you will see by the enclosed documents.

We hope to finalize the franchise contract with you soon, and look forward to working with you in the future for our mutual benefit.

Sincerely,

Miranda Lahti
Partner, Whitmore-Lahti LLC
555-555-3402
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October 16, 20xx

Opening a New Selena's Subs Franchise

Prepared for: Vincente Selena
 CEO

Prepared by: Miranda Lahti
 Partner



Feasibility study and financial information for application for a Selena's Subs franchise in Boise, Idaho.







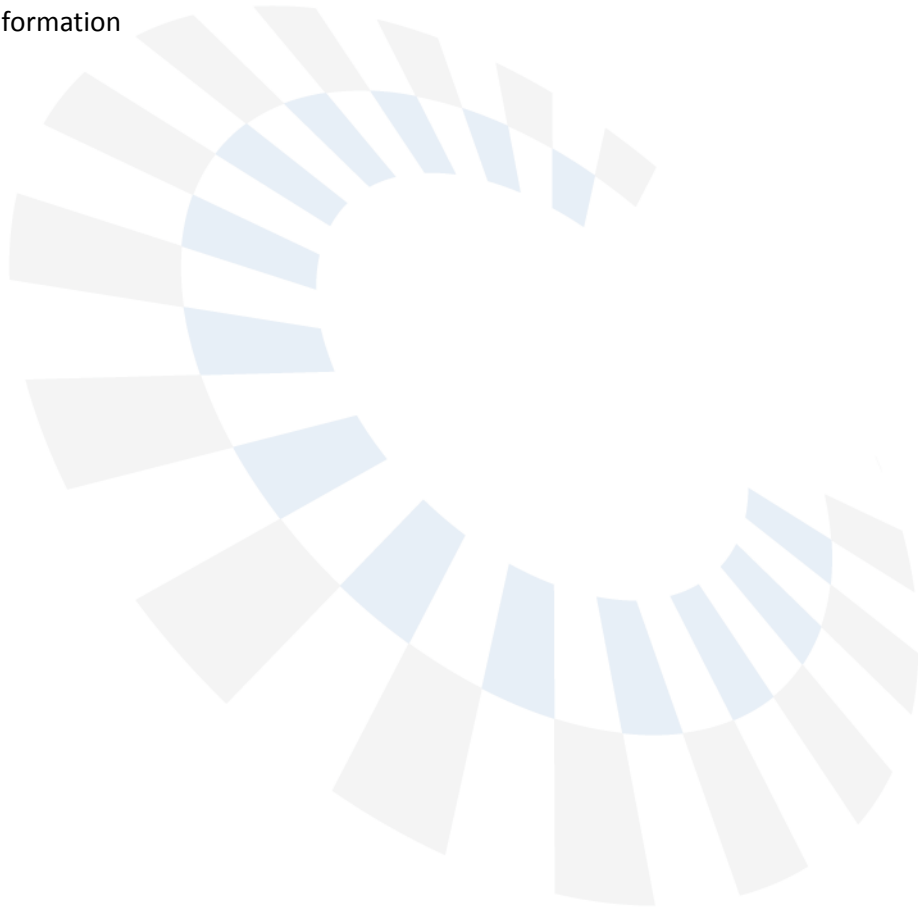
FEASIBILITY STUDY

We believe that a Selena's Subs restaurant located at 1300 W Maple St, Boise, Idaho, would be a profitable enterprise.

We (Whitmore-Lahti LLC) have secured the funding for a franchise, educated ourselves about the regulations involved in owning a restaurant, and done the local market research necessary to prove that we would be good franchise owners. See the documents below for more details.

Related Documents:

-  [Location Analysis](#)
-  [Income Projection](#)
-  [Future Potential](#)
-  [Financial Information](#)





Whitmore-Lahti LLC has performed a thorough business location analysis prior to purchasing a Selena's Subs franchise. Following are the results.

Primary Location

Location: 1300 W Maple St, Boise, Idaho – Space 44

This empty 800-square-foot space is located within a small mall, directly across from a multiplex cinema.

Security: The mall's security is provided by a private security force, which patrols and responds to calls during mall hours (9-9 Monday – Saturday, 12-7 Sundays).

Demographics: The mall is surrounded by a mixed use area of middle-class residences and small businesses. This is ideal for our purposes, as we are likely to attract employees from these businesses during the lunch hour as well as community members who come to the mall for entertainment and shopping.

Access: The mall has 794 parking spaces, with adequate handicapped spaces and other facilities, such as ramps and restrooms outfitted for wheelchair access. The close availability of restrooms means that we would not need to build restrooms for our restaurant.

Competition: There is a teriyaki outlet and a hamburger vendor in close proximity, forming a small 'food court.' While these two restaurants provide alternative eating opportunities for the public, we believe that our salads and sandwiches will be a welcome addition to the mix. Many families and other groups will come to the area specifically because it offers a choice in foods that can be consumed in the same area.

Marketing: Our subs and salads offer lower calorie and lower carbohydrate menu items for the public, and we intend to aggressively advertise that aspect. The mall offers sign space within the building, on outdoor billboards, and in regular publications, and we will take advantage of all those opportunities.

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