



# PROPOSAL KIT SAMPLE

## Franchise Purchasing Sample Proposal

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Read this article for more help - [How to Write a Franchise Business Proposal](#)

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

Ms. Selena,

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

We want to be the first to introduce Selena's Subs Franchises 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  
[mirla@WLLLC.com](mailto:mirla@WLLLC.com)  
[www.WLLLC.com](http://www.WLLLC.com)



# SUBMISSION

## OPENING A NEW SELENA'S SUBS FRANCHISE

Prepared for:           Vincente Selena  
                                  CEO

Prepared by:           Miranda Lahti  
                                  Partner

## DESCRIPTION

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



# FEASIBILITY STUDY

We believe that a Selena's Subs Franchises 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



# LOCATION ANALYSIS

Whitmore-Lahti LLC has performed a thorough business location analysis prior to purchasing a Selena's Subs Franchises 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.



## ALTERNATE LOCATION

Location: 451 Crestwood Drive, Boise, Idaho

Security: This is a busy location, sandwiched between a gas station/convenience store and a mailbox/shipping store. The area is well lit at all times and is generally considered safe, but no security personnel are continually present.

Demographics: This area is a mix of residential neighborhoods and small businesses, and a fast food outlet would be welcomed here.

Access: The small parking lot (shared with the mailbox outlet) contains eight parking spaces, one of which is a handicapped access space. A ramp leads from the parking lot into the sidewalk that fronts both establishments. Some foot traffic from the surrounding community does come to the mailbox outlet, but most customers come by car and stay for only a short period of time.

Competition: There is only one other fast-food vendor within a mile: a fried chicken restaurant approximately half a mile away.

Marketing: Most residents in the area get their news from a local newspaper, in which we would be able to advertise; or from a Spanish-language radio station, where we could also place audio ads.

## VIRTUAL LOCATION

Location: [www.selenassubs.com\boise](http://www.selenassubs.com\boise)

Competition: Although there are many other Selena's Subs Franchises' around the country, we would be the first in Boise. Our main purpose with a website is to make ourselves known and allow customers to check our menu and to print any coupons or other special offers we may have.

Marketing: We would take full advantage of the Selena's Subs Franchises marketing plans offered to all franchisees.

SEO: Selena's Subs Franchises is already an established presence on the internet, and we plan to build on their success. We would also make sure to advertise our own web page through appropriate keywords on the site and through the inclusion of the URL on local flyers.



# INCOME PROJECTION

The following table outlines our Selena's Subs Franchises franchise's projected income for the next three years.

INCOME PROJECTION FOR YEAR	YEAR 1	YEAR 2	YEAR 3
Total Sales Forecast	\$385,000	\$525,000	\$675,000
Total Cost of Goods Sold (COGS)	\$71,000	\$97,000	\$125,000
<b>GROSS PROFIT</b>	<b>\$314,000</b>	<b>\$428,000</b>	<b>\$550,000</b>
Total Other Expenses	\$179,500	\$119,400	\$133,000
Total Other Income Sources	\$0	\$0	\$0
<b>NET PROFIT BEFORE INTEREST &amp; TAX</b>	<b>\$134,500</b>	<b>\$308,600</b>	<b>\$417,000</b>
Interest Expense	\$10,000	\$9,590	\$8,700
Depreciation	\$15,000	\$15,000	\$15,000
<b>NET PROFIT BEFORE TAXES</b>	<b>\$109,500</b>	<b>\$284,010</b>	<b>\$393,300</b>
Taxes	\$9,728	\$25,276	\$35,003
<b>NET PROFIT AFTER TAXES</b>	<b>\$99,772</b>	<b>\$258,734</b>	<b>\$358,297</b>
Shareholder Dividends	\$0	\$0	\$0
<b>NET PROFIT</b>	<b>\$99,772</b>	<b>\$258,734</b>	<b>\$358,297</b>



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