

SEABROOK™

A NEW BEACH TOWN

NEW FOOD AND BEVERAGE MERCHANT QUESTIONNAIRE

As a potential merchant in Seabrook, please use the following questions as a guide for preparation of your business application.

Please include the following information in your business presentation:

Personal Information

1. Your Name
2. Address
3. Work, home, and cell phone numbers
4. Email address

Business Information

5. Name of proposed business
6. Type of business
7. How will your business enhance Seabrook?
8. Layout design of menu, prices, style of service, merchandise delivery
9. Price, Cost analysis (perceived value) to the customer and indentify, portion size, cost, garnish, plating style, picture of items on each menu
10. Entertainment strategy outlined, i.e. background music, entertainment, special events, live music (if applicable)
11. Labor schedules, hiring criteria (all dayparts) for restaurant, bar, kitchen, patio areas, staff with hours of operation, staff ratios per number of seats and/or tables (to serve), kitchen ratios per cooking section (prep, receiving, storage, line cooks, dessert, others).
12. Resumes, CV's of all proposed managers, chefs, supervisors to manage/operate facility at Seabrook (daily).
13. Financial projections (budget) by months for the first three year period with assumptions, revenue projections, turn ratios, staffing ratios, food and beverage costs (projections) average check, direct/indirect costs, marketing/advertising budget.
14. Overview of average check (profile) justifying/identifying HOW?
15. Describe demographics of the customers you believe your store will attract.
16. How large a merchant space does your business require? (sq. feet)
17. Who would run the day to day operations of your business?
 - a. Would you be the owner/operator?
 - b. How many employees does your business require?
 - i. Annually?
 - ii. Seasonally?

18. Financial model – How would you finance two years of the proposed business?
 - a. Define: (two years)
 - i. Development Costs
 - ii. Operating Costs
 - iii. Monthly marketing/advertising costs
 - iv. Monthly cash flow projections
19. Please provide a 3 year proforma for your sales goals.
20. When would you like to open your business?
21. Why have you selected Seabrook?
22. Do you have other business skills, connections, etc. which you would be able to offer our town?
23. Please attach resumes for all principals involved in your business.