

# SEABROOK™

A NEW BEACH TOWN

## NEW RETAIL MERCHANT QUESTIONNAIRE

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

### **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. Please describe the concept of your store in further detail:
  - a. Merchandise
  - b. Merchandise price points
  - c. Markets you will attend to buy merchandise
  - d. Interior décor and visual merchandising
  - e. Music, gift wrap, shopping bags, logo, fixtures
9. Which demographic groups will your store attract?
10. How large a merchant space does your business require? (sq. feet)
11. 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?
12. How is your business going to be financed?
13. Please provide a 3 year proforma for your sales goals.
14. Please attach resumes for all principals involved in your business.

### **Logistical Information**

15. When would you like to open your business?
16. Why have you selected Seabrook?
17. Do you have other business skills, connections, etc. which you would be able to offer our town?