

Tenant Application For Lease Ridgeline, Inc.

BUSINESS PLAN

As part of the Leasing Application, please complete the following Business Plan. The Business Plan is an effective tool for defining, organizing and managing a business's goals and objectives and will provide the Owner with information needed to evaluate your prospective tenancy at the Center. The data provided here will be combined with previous data supplied to provide a complete evaluation.

PART 1 – MARKET DATA

- A. Target Market – Trade Area
 - (i) Age
 - (ii) Lifestyle
 - (iii) Income
- B. Customer Base
 - (i) Where will the majority of your customers come from?
- C. Competition
 - (i) Where is your competition and how will it affect your business?

PART 2 – Management

- A. Key Personnel – Resumes to include
 - (i) Experience in the retail industry

PART 4 – FINANCIAL PLAN

- A. Source of Funds
 - (i) Cash
 - (ii) Bank Credit
 - (iii) Supplier Credit
 - (iv) Family Loans
- B. Use of Funds
 - (i) Start up costs
 - (ii) Prepaid expenses
 - (iii) Inventory
 - (iv) Other
- C. Profit Margin
 - (i) What is the profit margin (revenue = profit margin)
- D. Long Term Plans
 - (i) Will your business offer new products and services as they become available?
 - (ii) Will you be opening additional stores?
 - (iii) Which markets will you open your new stores in?
 - (iv) How will you staff your expansion plans?

CAPITALIZATION STATEMENT

- A. Source of start up funds
 - (i) Cash-please provide copy of bank statements verifying cash
 - (ii) Bank loans-source and amounts
 - (iii) Other sources

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B. Expenses

- Franchise fees
- Legal fees
- Permits
- Architect
- Construction
- Fixtures/Equipment
- Initial inventory
- Other expenses unique to working capital

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PROFORMA – INCOME

Profit and Loss Statement	Dollars	Percentage of Gross
Gross Income - note adjustments		
Costs of Goods Sold - note adjustments		
<u>Less Operating Expenses</u>		
Advertising		
Auto Expenses		
Franchise / Royalty Fees		
Insurance		
Laundry and Uniform		
Shop and Equipment Maintenance		
Office Expense		
Professional/Legal/Accounting Fees		
Base Rent		
Common Area Maintenance		
Real Estate Taxes		
Insurance		
Promotional Fund		
Sales Tax and other applicable Taxes		
Bank Charge Fees		
License Fees		
Wages and Salaries		
Trash Removal Debt Service		
Depreciation		
Utilities		
Miscellaneous		
Telephone		
Other Expenses		
Total Operating Expenses		
Net Profit/Loss		

Applicant's Signature Date

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