

SEASIDE[®]
QUESTIONNAIRE FOR NEW MERCHANT
RETAIL

As a prospective merchant in Seaside, please assist us in evaluating your needs by responding to the following. Please use the following questions as a guide in preparing your presentation.

Please include your name, address, work home and cell phone numbers and email addresses with your presentation.

1. Name of proposed business:
2. Type of business (concept):
3. How will your business enhance Seaside?
4. Describe the concept of your store in further depth:
 - 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
5. Describe demographics of the customers you believe your store will attract.
6. How much square footage do you require?
7. Who would run the day-to-day operations of your business? Would you be the owner/operator? How many employees are required?
Year round _____ Seasonally _____
8. How would you finance this business?
9. Please provide a three-year proforma for your sales goals.
10. When would you like to open this business?
11. Why have you selected Seaside?
12. Do you have other business skills, connections, etc. which you would be able to offer our community?
13. Please attach resume of all principals involved in your business.