

# SEASIDE<sup>®</sup>

## QUESTIONNAIRE FOR NEW FOOD AND BEVERAGE MERCHANTS

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. Actual layout design of menu, prices, style of service, merchandise delivery formats.
5. Price, cost analysis (perceived value) to the customer and identify, portion size, cost, garnish, plating style, picture of items on each menu.
6. Entertainment strategy outlined, i.e. background music, entertainment, special events, live music (if applicable)
7. 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 rations per cooking section (prep, receiving, storage, line cooks, dessert, others).
8. Resumes, CV's of all proposed managers, chefs, supervisors to manage, operate facility at Seaside (daily).
9. Financial projections (budget) by months for first three (3) year period with assumptions, revenue projections, turn ratios, staffing ratios, food and beverage costs (projections) average check, direct/indirect costs, marketing/advertising budget.
10. Overview of average check (profile) justifying, identifying How?
11. Describe demographics of the customers you believe your store will attract.

12. How much square footage do you require?
13. 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 \_\_\_\_\_
14. Financial model - How would you finance (2 years) of the proposed business? Define development costs, operating costs, (monthly) marketing/advertising costs, cash flow projects (monthly) for two year period.
15. Please provide a three-year proforma for your sales goals.
16. When would you like to open this business?
17. Why have you selected Seaside?
18. Do you have other business skills, connections, etc. which you would be able to offer our community?
19. Please attach resume of all principals involved in your business.