

# FEASIBILITY STUDY

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CIRCA  2010  
CORNERSTONE 61  
F&B CONSULTANCY

# FEASIBILITY STUDY & FINANCIAL STUDY

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# FEASIBILITY STUDY & FINANCIAL STUDY

## SERVICES CATALOGUE

The Feasibility stage is crucial for determining whether the project is not only viable but also worth the investment, as well as setting a baseline for all measurements throughout the execution and post-opening phases of your business.

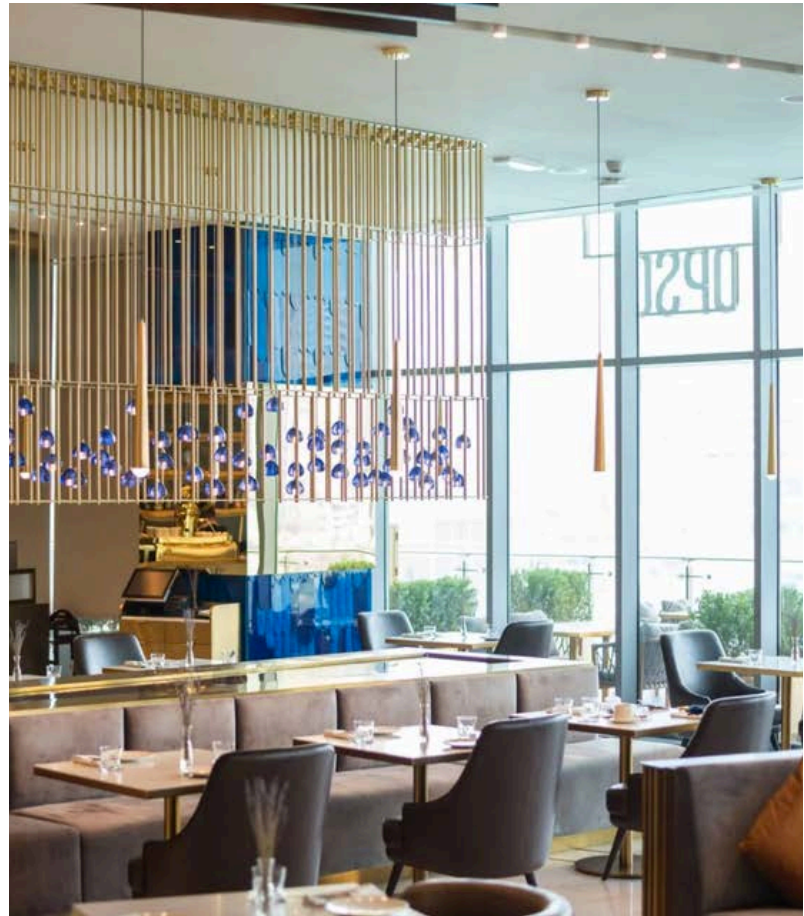
A strong feasibility study should detail the justification of your concept, profit channels, execution plan, brand positioning, and company description. The monetary part of the feasibility study should outline your capital budget, including rent, equipment, professional services, and other relevant expenses. The study should list the sales projection, staff hierarchy, P and L calculations and lastly your break-even calculations.



A strong feasibility study is a highly detailed justification of the concept, which is the first step to determining the rest of the feasibility. Once your concept has been developed, you can determine the profit channels that need to be covered by determining the target and location of the proposed outlet. An execution plan is developed to create a strong brand positioning and company description.



The majority of the feasibility is compiled by conducting careful research, analysis, industry percentages, and reports from government agencies to determine averages and projections for your concept. A good feasibility study lists your capital budget, including rent, equipment, professional services, etc., as well as listing the sales projection, staff hierarchy, P and L calculations, and lastly your break-even calculations.







A crucial section of the study is to determine potential revenue, you can project your operating hours, seating or take-out capacity, and revenue per customer goals that are a reflection of the market size. Use this data to complete an hourly based Revenue Per Available Seat Hour analysis to back-up your numbers and realistically see how many customers can be served per hour, day, week, and month.



We at Restaurant Secrets Inc. understand how your feasibility study is an essential component of your start-up's success, one that is often skipped or overlooked by industry newcomers. We conduct the feasibility on your behalf to determine the potential success rate of the restaurant, and to minimize the risks related to a start-up.

# OUR FEASIBILITY & FINANCIAL STUDY PROJECTS

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Due to the confidential nature of these documents, no samples can be shared in this brochure. Our consultants will run you through the multiple studies we have conducted for all our major clients and what typically goes into our feasibility studies that are based on our expertise in the Food and Beverage Industry. We demonstrate how we crunch the numbers that determine if your business will make a profit and break even within the first year.



# FEASIBILITY STUDY & FINANCIAL STUDY

## SCOPE OF WORK

To consult, analyse and develop the financial study behind the project's concept, based on all clients requirements and limitations for up to 5 years.

### SERVICES:

- A. PROJECT SOURCES & USES OF CASH
- B. OVERVIEW
- C. CAPITAL BUDGET (START-UP COST PROJECTIONS)
- D. SALES PROJECTION
- E. STAFF COST PROJECTION
- F. DETAILED STATEMENT OF INCOME & CASH FLOW YEAR 1
- G. SUMMARY STATEMENT OF INCOME & CASH FLOW YEAR 1
- H. FIVE YEARS SUMMARY STATEMENTS OF INCOME & CASH FLOW
- I. BREAK-EVEN CASH FLOW PROJECTION

‘Contact us today for a free  
consultation & let us guide you  
through the best solutions to  
building your business’

THANK YOU!

