

FEASIBILITY PLAN

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EXECUTIVE SUMMARY

Venture description

Product/service

Market

Start-up costs

Price & profitability

PRODUCT/SERVICE

Purpose of the product/service

New Philly style cheesesteak

Stage of development

idea stage

Product/Service limitations

limited shelf life

Proprietary rights

None

Governmental approvals

Licensing, Board of Health Inspections

Product/Service liability

Related products/services and spin-offs

Production

THE MARKET

Current industry size

South Jersey

Growth potential of the industry

Maturity

Industry trends

Low carb trend

Competition profile

Taste better

Customer profile

Customer benefits

Not enough of good places to eat in Gloucester County

Target markets

College students, families

Market penetration

Restaurant

PRICE & PROFITABILITY

Price list

Sales estimate

Cost of product/service

Gross margin

PLAN FOR FURTHER ACTION

Needed capital

Entrepreneur's role

Business plan

License potential

Corporate partners

Proprietary rights

Infrastructure members