Franchise Purchasing Sample Proposal

Scroll down to read the first part of this sample. When purchased, the complete sample is 8 pages long and is written using these Proposal Pack chapters:

Cover Letter (Business Plan), Title Page, Location Analysis, Financial Information, Income Projection, Future Potential, Feasibility Study

This sample was created using Proposal Pack Contemporary #13. In the retail Proposal Pack you get the entire collection of samples (including this one) plus thousands of editable templates for creating an unlimited variety of custom proposals and other business documents.

Click here to purchase Proposal Pack Contemporary #13

The sample below does not include all of the sample's content. The complete version is included in every retail Proposal Pack product and must be purchased to see the rest of the content and to get the editable Word format version.

Read this article for more help - How to Write a Franchise Business Proposal
October 16, 20xx

Vincente Selena
Selena’s Subs Franchises
4500 Highe Street
Suite 100
Chicago, IL  60604

Dear Mr. Selena,

Please find enclosed our feasibility study in application for a Selena’s Subs franchise in Boise, Idaho.

We want to be the first to introduce Selena’s Subs to Idaho.

We are a new Limited Liability Corporation (LLC) formed by two couples who plan to co-manage the restaurant. We are well funded and well versed in business, as you will see by the enclosed documents.

We hope to finalize the franchise contract with you soon, and look forward to working with you in the future for our mutual benefit.

Sincerely,

Miranda Lahti
Partner, Whitmore-Lahti LLC
555-555-3402
mirla@WLLLC.com
www.WLLLC.com
Opening a New Selena’s Subs Franchise

Prepared for:  Vincente Selena  
CEO

Prepared by:  Miranda Lahti  
Partner

DESCRIPTION

Feasibility study and financial information for application for a Selena’s Subs franchise in Boise, Idaho.
We believe that a Selena’s Subs restaurant located at 1300 W Maple St, Boise, Idaho, would be a profitable enterprise.

We (Whitmore-Lahti LLC) have secured the funding for a franchise, educated ourselves about the regulations involved in owning a restaurant, and done the local market research necessary to prove that we would be good franchise owners. See the documents below for more details.

Related Documents:

- Location Analysis
- Income Projection
- Future Potential
- Financial Information
Whitmore-Lahti LLC has performed a thorough business location analysis prior to purchasing a Selena’s Subs franchise. Following are the results.

**Primary Location**

Location: 1300 W Maple St, Boise, Idaho – Space 44

This empty 800-square-foot space is located within a small mall, directly across from a multiplex cinema.

Security: The mall’s security is provided by a private security force, which patrols and responds to calls during mall hours (9-9 Monday – Saturday, 12-7 Sundays).

Demographics: The mall is surrounded by a mixed use area of middle-class residences and small businesses. This is ideal for our purposes, as we are likely to attract employees from these businesses during the lunch hour as well as community members who come to the mall for entertainment and shopping.

Access: The mall has 794 parking spaces, with adequate handicapped spaces and other facilities, such as ramps and restrooms outfitted for wheelchair access. The close availability of restrooms means that we would not need to build restrooms for our restaurant.

Competition: There is a teriyaki outlet and a hamburger vendor in close proximity, forming a small ‘food court.’ While these two restaurants provide alternative eating opportunities for the public, we believe that our salads and sandwiches will be a welcome addition to the mix. Many families and other groups will come to the area specifically because it offers a choice in foods that can be consumed in the same area.

Marketing: Our subs and salads offer lower calorie and lower carbohydrate menu items for the public, and we intend to aggressively advertise that aspect. The mall offers sign space within the building, on outdoor billboards, and in regular publications, and we will take advantage of all those opportunities.
This sample is included in the Proposal Kit Professional and Proposal Pack products.

This sample has been truncated to only show the first few pages. The complete version of this sample including an editable Word version is included with all Proposal Kit Professional and Proposal Pack products found at:

ProposalKit.com/htm/proposal-software-products.htm