

## **Business Planner for the Drive Thru espresso concept**

1. Location; location; location.
  - a. Visibility and egress & ingress
  - b. Area demographics
  - c. Proper zoning
  - d. Traffic pattern and flow
  - e. Site development cost
    1. Utilities
    2. Connection fees
    3. Ease of connection
    4. Design & engineering
    5. City ordinances
      - a. Sign's
      - b. Planning dept
      - c. Building dept
      - d. Health dept
    6. Lease or purchase land
      - a. Lease amount and length
  - f. Competition
2. Drive thru building design
  - a. Direct water connect or tank system
  - b. Bathroom or not
  - c. Signage
    1. Awnings
  - d. Size of building/trailer
    1. Double drive thru
    2. Walk up window
3. Operation plan
  - a. Menu/products and promotions
  - b. Inventory
    1. Controls and stock level
  - c. Staff training and marketing
4. Business Plan
  - a. Money
    1. Personal; borrowed; lease
    2. Fees for permits; site; and deposits
      - a. Real estate fees
      - b. Architectural fees
      - c. Engineering fees
      - d. Signage and design fees
    3. Start up costs & cash cushion
      - a. Vendors supplies
      - b. Equipment
      - c. Site construction
    4. Opening date