



## New Venture Sales Projections

**Business Name:**

**Business Address:**

**Owner Name and Contact Info:**

**Marketing Plan:** (to include competitor analysis, chosen location, target market, marketing/publicity)

Owners Experience in operating a restaurant:

Number of employees: \_\_\_\_\_

Number of seats: \_\_\_\_\_

Average Cost per meal: \_\_\_\_\_

Average Cost per domestic bottle of beer: \_\_\_\_\_

Average Cost per glass of house wine: \_\_\_\_\_

Square footage of restaurant: \_\_\_\_\_

Hours of Operation: \_\_\_\_\_

### Financial Plan

Annual Revenues: \_\_\_\_\_

Cost of Goods Sold: \_\_\_\_\_

Salaries/Compensation: \_\_\_\_\_

Rent/Overhead: \_\_\_\_\_

Other Costs: \_\_\_\_\_

Pre-Tax Profit: \_\_\_\_\_

### Annual Sales Projection –

Food on premises: \_\_\_\_\_

Takeout food: \_\_\_\_\_

Liquor on premises: \_\_\_\_\_

The above are estimated first year sales figures. The business owner will provide actual POS numbers after the first 6 months of operation for company review. At that time, the sales numbers will be adjusted for the policy term to reflect actual sales. Underwriting will also review the policy to make sure there have not been any material changes to the operations as originally stated.

POS numbers must be submitted within 30 days of the end of the first 6 -month period.

Signed:

Business Owner: \_\_\_\_\_

Date: \_\_\_\_\_

Agent: \_\_\_\_\_

Date: \_\_\_\_\_