



## **BUSINESS PLAN OUTLINE**

This Business Plan is to be prepared by the applicant who will be fully responsible for the daily operation of the SUBWAY restaurant. Any evidence that data was copied or provided by someone other than the applicant may be cause for rejection of application.

### **A. SUMMARY**

1. Introduce yourself and include your background.
2. Describe the opportunities of involvement in the SUBWAY franchise.
3. Explain why Subway is a good choice for you.
4. Explain why you will personally be successful operating a Subway location?
5. Describe why you feel this location will be successful?

### **B. THE SUBWAY FRANCHISE**

1. Describe what SUBWAY represents. Also describe the products sold and the customer base.
2. Discuss how and why you became interested in becoming a SUBWAY franchisee.
3. Describe the category of the restaurant business that SUBWAY is in.
4. Give 3 factors why you think SUBWAY is successful.

**C. THE COMPETITION**

1. Discuss all of the actual and potential competitors that your SUBWAY restaurant is likely to face.
2. Discuss what plans you have for marketing the restaurant. Is there any untapped potential within your neighboring trade area?
3. Discuss why you believe this is a good location for a Subway.
4. If this business plan is for an existing location, please list the last 52 weeks AUV, your goals for increasing sales, your time frame for your goals and what steps you will take to achieve these goals.

**D. MANAGEMENT**

1. Explain what your plans are for operating the restaurant. Who will run the day to day operations at the restaurant level?
2. Discuss who will act as manager(s), how you will find them, and what will be the duties and responsibilities of both you and your manager(s).
3. Explain thoughts on management salary and bonus structure, if any.
4. Describe any required or needed management training.

**E. FINANCES**

Provide a detailed list of your cash assets, the Personal Financial Statement, and copies of bank statements for the last six months. Also provide us the details of any loans or payment plans that you may utilize to secure all of the money needed to finance the purchase of the proposed Subway restaurant.