

MY IRISH PUB

SALES FORECASTING WORKSHEET #3

PLEASE COMPLETE ALL BOXED AREAS BELOW. REMAINING DATA WILL BE CALCULATED BY THIS PROGRAM.
PLEASE NOTE THAT THE "IPC AVERAGE" COLUMN IS FOR ILLUSTRATIVE PURPOSES ONLY. *

	IPC AVERAGE *	MY IRISH PUB INPUT	
Opening Date	N/A	<input type="text"/>	SALES FORECAST
Proposed Pub Address	N/A	<input type="text"/>	
Zip Code	N/A	<input type="text"/>	
FOH Square Feet >	2,000	<input type="text"/>	
Irish Pub Target 18-44 Yr. Population	100,000	<input type="text"/>	
Spectra Metric Market Index	112	<input type="text"/>	
Site Type (see Site Classification Guide below)	A	<input type="text"/>	
Site Total Points			

Site Classification Guide:	A Site Prime Nightlife Location B Site Secondary Nightlife Location C Site Not in Existing Nightlife Trading
-----------------------------------	---

Total Points	8		
Number of Existing Authentic Pubs in Your Zip Code	0	<input type="text"/>	
Estimated 1st Year Sales >	\$1,750,000		
Sales per Square Foot >	\$875		

ANNUAL SALES GROWTH

	IPC AVERAGE *	MY IRISH PUB INPUT	
Projected Annual Sales Growth:	4%	<input type="text"/>	

SALES BREAKDOWN

	IPC AVERAGE *	MY IRISH PUB INPUT	
Food	32%	<input type="text"/>	
Beverage	67%	<input type="text"/>	
Merchandise	1%	<input type="text"/>	
	100%		

- The food/beverage mix will be effected by menu type (pub fare vs. full service menu) and local liquor sale restrictions.
- Pub fare menu sales are typically 25% of product mix while full service upscale menu sales can represent 45% of mix.

SEASONALITY

MONTH	IPC AVERAGE *	MY IRISH PUB INPUT	MONTH	IPC AVERAGE *	MY IRISH PUB INPUT
January	6.60%	<input type="text"/>	July	7.70%	<input type="text"/>
February	9.90%	<input type="text"/>	August	7.80%	<input type="text"/>
March	11.90%	<input type="text"/>	September	7.90%	<input type="text"/>
April	8.40%	<input type="text"/>	October	8.20%	<input type="text"/>
May	8.20%	<input type="text"/>	November	8.80%	<input type="text"/>
June	7.30%	<input type="text"/>	December	7.40%	<input type="text"/>

* - ILLUSTRATIVE PURPOSES ONLY. PLEASE SEE DISCLAIMER INCLUDED IN THIS DOCUMENT

Proceed to Worksheet #4