

# RESTAURANT/FOOD SERVICE

## *Market Feasibility Studies*

### SERVICES OF THE FIRM

Delta Associates provides market analysis, development programming, financial analysis, feasibility, and site selection services to its clients involved in development, investment, and operations of restaurant/food service properties nationwide. These analyses evaluate many critical factors including market support available for the planned restaurant, site characteristics such as visibility and accessibility, development programming, and financial feasibility.

Restaurant/food service location analysis and market screening services offered by Delta Associates include:

- Market Analysis for Proposed Projects. Definition of market area, thorough analysis of competition, demographics, and demand factors within the market area.
- Site Selection Services. Establish location guidelines, identification of sites and/or cities that possess the necessary market support for a planned restaurant, screening candidate sites and/or cities for desirability, and assisting in broker management for acquisition of sites.
- Feasibility, Development Programming and Financial Analysis for Proposed Projects. Includes plan and timing recommendations, sales estimates, specification of features, finishes, rents, etc., and financial evaluation including cash flow projections.
- Advisory Services: Corporate/employee feeding facility. Counseling corporate and government agencies on the advisability of providing a “cafeteria” facility, its appropriate size, pricing, format, vendor selection, and the like.
- Litigation Support Services including pre-hearing/trial fact finding and reporting, hearing/trial support services, and expert testimony. Varying circumstances include foreclosure, bankruptcy, estimate of damages from lease default, tenant/landlord disputes, partnership buy-outs, and calculation of ground rent in dispute.

### ILLUSTRATIVE OF RECENT ASSIGNMENTS

- Litigation Support and Expert Testimony Services for a landlord/tenant dispute involving a Fast Food Restaurant. Emphasis on parking requirements, fast food site selection criteria, and locational factor influences. Location: Warrenton, VA.
- Site Selection for an Italian Restaurant Chain in three major metropolitan areas: Houston, Dallas, and Washington, DC.
- Strategic Business Plan for Expansion Nationwide of a Gourmet Fast Food Chain.
- Advisory Services: Employee Feeding Facility. Advice on whether to provide an employer sponsored “cafeteria”, its size, location, operating format, and qualified vendor screen. Location: Patent & Trademark Office, Carlyle, Alexandria, VA.
- Litigation Support Services involving interpretation of lease terms for Dupont Down Under. Location: Washington, DC
- Litigation Support Services involving condemnation by Maryland Stadium Authority of Hammerjacks Bar and Night Club, Baltimore, MD.

## RESTAURANT CLIENTS/REFERENCES OF THE FIRM

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