

Financial Package

January 22, 2022

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Great Greek Mediterranean Grill



Simply. **Delicious.** Greek.

Multi-Unit • Area Developer • Master License



Remarkable Success Creates Unique Franchise Opportunity

Are you craving a unique Fast-Casual franchise opportunity in the super-hot Mediterranean and Greek category? You aren't alone. Your future customers are craving the very same thing! Diners love the great taste and healthy options with Mediterranean cuisine and they especially love the delicious selections at The Great Greek Mediterranean Grill.

The Great Greek serves authentic third generation Greek family recipes. In addition, three key factors set us apart:

- **High quality ingredients** with sauces, soups, dressings, marinades and desserts made from scratch daily. This leads to a passionately loyal customer base.
- The **food is as fresh as you can get**. We chop, slice and trim it ourselves each and every day. We don't compromise on our commitment to freshness, ever.
- The **service matches the food**. Each team member provides outstanding hospitality, so each customer feels special. This creates an exemplary experience for every customer, so they enjoy coming back.

With a wide range of delicious menu options and a customer base that's longing for fast-casual options in the hot Mediterranean category, The Great Greek is an excellent opportunity for multi-unit, area developer or Master License Partner consideration.

Our History

The Great Greek Mediterranean Grill has a history of scrumptious food and a loyal customer base. The first location opened on May 5, 2011 in Henderson, Nevada. It was originally owned and operated by a Greek/Armenian family before being purchased by Nick Della Penna and Trent Jones, third generation restaurateurs with over 30 years' experience in the hospitality industry. They made operational changes to the restaurant, enhancing the restaurant's performance. And took it to a whole new level of success.

Building on that success, they opened a second location on June 7, 2017 and since then have opened additional locations in Las Vegas and South Florida.

Nick and Trent began to look for a franchising expert who could take their concept and help it expand around the globe and they found that with the United Franchise Group, The Global Leader for Entrepreneurs. Building on more than 35 years of franchising history, UFG is introducing The Great Greek to communities around the world.



The Great Greek Fast-Casual Difference

- Our recipes are authentic third-generation Greek family recipes
- Our meals and desserts are all made from scratch with fresh, whole ingredients
- Our restaurants have received a variety of awards for their delicious food options and family-friendly atmosphere
- Greek/Mediterranean cuisine is highly sought after because of its bold flavors and healthy options
- Simply. Delicious. Greek.





Award Winning **Fast-Casual** Opportunity In Highly Coveted Mediterranean Cuisine

Consumers across the country are seeking delicious, new, healthy options when dining out. New research confirms Mediterranean food is the big winner with diners both when it comes to one-time trial and for eating frequently.* Mediterranean food features big, bold flavors and healthy ingredients that make it delicious to enjoy.

The American Heart Association, famous TV doctors, and chefs everywhere have promoted the Mediterranean diet - full of olive oil, whole grains, lean proteins, tomatoes, fresh vegetables and spices like cardamom, mint and sumac - as the most healthful way to eat. Add to that, the ease of dining at The Great Greek's attractive fast-casual locations and you have a highly sought-after destination for diners.

The popularity of our fresh, made-from-scratch food, the healthy options, the dining experience, and the industry recognition are all ingredients in our recipe for success.

**We offer popular menu options that
health-conscious customers are looking for.**



Bob Anderson, President, The Great Greek Mediterranean Grill

Bob Andersen, President of The Great Greek Mediterranean Grill has had a long relationship with United Franchise Group, beginning in 1996, as a Regional Manager, through 2001, as Regional Vice President. Following that success, he led multiple organizations in QSR, fast casual and full-service restaurant brands, achieving remarkable results in sales performance, great customer experience, and unit growth. Bob rejoined UFG in 2019. His experience in developing prosperous restaurant franchises from Pizza, Burgers, Chicken, Subs and now Greek and Mediterranean, has gained recognition from the national press, including Nation's Restaurant News "Hot Concepts" and Fast Casual Magazines "Top Concepts to Watch" awards.

Greek Food. Great Support. United Franchise Group

The Great Greek is part of the United Franchise Group family of brands. United Franchise Group is the Global Leader for Entrepreneurs and home to some of the world's most successful franchise brands with locations around the world.

CEO Ray Titus is a widely recognized leader in the franchise industry. He started the company in 1986 with the Signarama brand in Farmingdale New York. He has now grown United Franchise Group to include some of the franchise industry's top-ranked, award-winning brands.



Ray Titus
United Franchise Group CEO

World Class Support

Each franchisee and area developer for The Great Greek will benefit from the expertise and personal attention they will receive from the support team at the United Franchise Group. Our skilled professionals will provide comprehensive world-class training, marketing launch expertise and ongoing programs to ensure you get off the ground quickly.

Real Estate & Financing

- Location & set-up assistance to ensure your locations capitalize on exposure opportunities
- The dedicated real estate team assists with demographics and lease negotiations on your behalf
- Financing opportunities available

Training

- Comprehensive training program at our West Palm Beach, Florida world headquarters followed by on-site training at your location
- Access to online training tools and collaborative systems
- In-depth franchise operations manual

Ongoing Support

- Ongoing visits and communications from our support and executive staff
- Private access to valuable information and ongoing programs to help your location grow
- Regional meetings and national conventions

Marketing

- Grand opening program, PR campaigns, online marketing solutions, printed materials and ads created by in-house marketing team
- Advertising programs designed to provide ongoing solutions for driving traffic to your store and creating brand awareness for this exciting new brand in the fast-casual restaurant industry

UNITED FRANCHISE GROUP
"The Global Leader for Entrepreneurs"

World Headquarters
West Palm Beach, Florida

THE GREAT GREEK
Mediterranean Grill



Simply. **Delicious.** Greek. The Fast-Casual Opportunity For You.

You want a franchise opportunity that features delicious, healthy, sought-after options and that's just what you'll find with The Great Greek. From our authentic third generation recipes to our award recognition, every aspect of The Great Greek makes it an opportunity you should consider.

Find out more about this exciting new concept by contacting us now!

Call or Text
561-568-4951
franchise@thegreatgreek.com
www.TheGreatGreekGrillFranchise.com



THE
GREAT GREEK®
Mediterranean Grill





2121 Vista Parkway, West Palm Beach, Florida 33411
561-568-4951 • www.TheGreatGreekGrillFranchise.com

A proud member of the United Franchise Group family of brands.

UNITED FRANCHISE GROUP
“The Global Leader for Entrepreneurs”

United Franchise Group is a group of related companies and brands.

This brochure should not be construed as an offer to sell a franchise, nor are the communications directed by or on behalf of Great Greek Franchising, LLC to the residents of any jurisdiction that requires registration of a franchise prior to offering and selling the franchise in that jurisdiction. No franchises will be sold to any resident of any such jurisdiction until the required Disclosure Document, if any, has been delivered to the prospective franchisee before the sale in compliance with applicable law. Nothing in this disclaimer should be construed as a waiver of any applicable exemption provisions that may be available to Great Greek Franchising, LLC.

In New York: This advertisement is not an offering. An offering can only be made by prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

In California: These franchises have been registered under franchise investment law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the Commissioner of Financial Protection & Innovation nor a finding by the Commissioner that the information provided herein is true, complete and not misleading.

Business Plan



BUSINESS PLAN

East West Investments Inc DBA The Great Greek Mediterranean Grill
September 20, 2022

Rancho Cucamonga, California

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The Rancho Cucamonga Great Greek Mediterranean Grill Business Plan and the information contained herein are confidential and intended solely for the use of qualified persons to whom it is distributed by East West Investments Inc, DBA The Great Greek Mediterranean Grill, or by third parties authorized by East West Investments Inc DBA The Great Greek Mediterranean Grill. East West Investments Inc DBA The Great Greek Mediterranean Grill expressly disclaims all liability for representations and warranties, expressed or implied, contained in or omitted from this business plan. Any reproduction or distribution of this information, in whole or in part, or divulgence of any of its content is strictly prohibited without the prior written consent of, East West Investments Inc DBA The Great Greek Mediterranean Grill. Upon request, the recipient agrees to return this document and any other material received from East West Investments Inc DBA The Great Greek Mediterranean Grill without retaining any copies thereof.

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Company Overview

The Great Greek is a modern take on classic tastes like savory meats, fresh vegetables, delicious tzatziki, hummus, sauces, and more. From comfort-foods fresh off the grill, to lighter-tasting seafood and salad, to nutritious well-balanced meals, everything at The Great Greek is meant to satisfy the appetite of any palates.

The Great Greek was founded by two third-generation culinary trained restaurateurs with more than 30 years in the food and hospitality business. Like anyone who loves truly good food, their favorite childhood memories were those spent with family and friends, crowded around a table for a meal made with care and love.

Born out of a commitment to a chef-driven menu and made-to-order signature menu items, premium hospitality, and high-quality and/or local, healthy ingredients. The Great Greek Mediterranean Grill is well positioned in the limited-service, fine fast-casual niche market, and stands out when compared to other assembly line fast food restaurants. The Great Greek Mediterranean Grill locations have thrived throughout suburban Clark County, NV for almost 10 years. Currently, there are 25 locations operating or under construction in the United States, with an additional 100 restaurants in the development pipeline.

There are many key factors that sets The Great Greek Mediterranean Grill restaurants apart from the competition. At the forefront is the fine fast casual customer experience. With a culture of commitment to customer experience rather than low cost, and the spirit of authentic Mediterranean hospitality where everyone's welcome. Our dining room is comfortable for our guests, and you'll always feel right at home with smiling faces, table service, and a bright cheerful atmosphere.

We also take great pride in making almost every item on our menu 100% from scratch in house, cooking your meal right when you order it and serving it to you tableside, exactly how you like it. This premium service model not only enhances the customer dining experience, it creates a loyal customer for life!

In addition, if there's one thing that Mediterranean culinary culture knows how to do – it's feed a crowd. Off-premises menus are designed to serve lunch, dinner, and appetizers to individuals, families, small and large groups for all occasions with a flexible menu of choices satisfy and selective food choice. The Great Greek's to-go, catering and delivery menu provides large trays of our restaurant favorites like Souvlaki Skewers, delicious dips, self-serve bars for make-your-own gyro, and classic desserts to end your meal.

Our cohesive customer engagement, loyalty, rewards, mobile and digital strategies optimize how our brand engages with customers more effectively, increase customer traffic, increase average tickets, and ultimately boost sales and revenue. Integrating mobile customer data with data from other sales and marketing channels and external sources to deliver personalized, on-time offers to boost traffic and check average.

BUSINESS PLAN

The Great Greek Mediterranean Grill is a part of United Franchise Group (UFG) family of brands. UFG is the Global Leader for entrepreneurs and home to nine (9) of the most successful franchise brands, with nearly 1,600 locations in more than 80 countries around the world. Their commitment to the success of each franchisee is second to none, as they will provide extensive classroom and in-store training, comprehensive marketing program, grand opening launch assistance and ongoing collaboration to get off the ground quickly and grow successfully. In addition, they will provide comprehensive site selection, lease negotiation, design, and construction assistance, as well as online and onsite learning, training, and operations manuals.

The Great Greek Mediterranean Grill Fine Fast Casual Difference

- Chef-driven menu
- Made-to-order signature menu items
- Premium customer experiences
- High-quality and/or local, healthy ingredients
- Proven easy-to-operate business model
- Reputable and established brand since 2011



Restaurant Industry Outlook

RESTAURANT INDUSTRY SALES (\$B)



RESTAURANT INDUSTRY EMPLOYMENT



LOCATIONS: 1 million+

RESTAURANT INDUSTRY SHARE OF FOOD \$



CONSUMERS



- **9 in 10 consumers** say they enjoy going to restaurants.
- **3 in 4 consumers** say dining out with family and friends is a better use of their leisure time than cooking and cleaning up.
- **Two-thirds of consumers** say their favorite restaurant foods provide flavors they can't easily duplicate at home.
- **4 in 10 consumers** say restaurants are an essential part of their lifestyle.

61% Consumers who say they order more healthful options at restaurants than they did two years ago.

Current restaurant food trends indicate that the fast-casual chains will expand more. For 2019, this segment is expected to reach US\$863 billion in total sales. Fast-casual restaurants are booming today, and this trend looks to continue. They serve better-tasting food in a limited-service style. They're among the leaders in technology use in the food-service industry. Since 1999, the fast-casual segment has grown by 550% until today. Experts expect the segment to continue growing. This segment would include Mediterranean food franchises such as The Great Greek that offer quick, high-quality, and healthy meals without the full-service restaurant price tag. Consumers are spending an average of \$232 per month on eating outside the home, with the millennial generation spending even more.

One of the most consistent trends over the last ten years has been to-go sales outpacing dine-in sales growth. While dine-in sales have trended up over last twelve months, they've rarely been positive. Conversely, to-go sales have accelerated at a faster pace and are now approaching 10 percent growth year over year.

The economy has a profound influence on consumers' spending. Unemployment in the U.S. is low, and discretionary spending is on a slow but steady rise. Consumer spending is sitting comfortably high, and 2020 looks like spending should remain steady throughout the year. In the restaurant industry specifically, things are expected to at least stay on the same level as they were in 2019.

For 2019, 25% of American adults are actively trying to manage their health by being very meticulous with what they eat or drink. 45% of younger adults—those between 18 to 24—are more determined to healthy food consumption. The Great Greek can satisfy this new consumer trend with the well-known Mediterranean Diet that has been endorsed by many health professionals.

As the economy continually improves, IBISWorld reports that consumer confidence will grow and they'll budget increasing amounts of money for eating out. The major increase in spending projected for 2018 is being driven by the fast-casual industry. Consumers are shifting their spending toward quicker; more convenience-oriented options and sales will be up another 2.5 percent to around \$234 billion this year. The growth rates in the fast casual business are doubling those of full-service restaurants, "millennials have turned increasingly to fast-casual restaurants to satisfy their hunger when dining out."

Operations Plan

The Rancho Cucamonga, California Great Greek Mediterranean Grill General Manager will be 100% present, working and involved in the day-to-day operations of the restaurant managing staff, supplier relationships, customers, inventory, and daily task. Although it may take extra resources, time, and money – excellent customer service generates positive word-of-mouth for our business, keeps guests happy and encourages them to keep coming back again.

The general operation of the business will follow the recommended process of the franchisor. While adopting the process is not required, it just makes good business sense to follow the proven plan.

- ✓ Our restaurant will be open 7 days a week for lunch and dinner requiring multiple shifts and will also provide cater options.
- ✓ To achieve optimal labor cost control, the staffing schedules will be written in a manner that enables management to increase or decrease the hourly labor needed based on sales volume.
- ✓ We will also implement proper rotation and labeling techniques to ensure high quality products are available to support peak demand and business hours. During off-peak hours, we will gear activities toward replenishment and ongoing preparation.
- ✓ We will manage receiving, inventory maintenance and ordering and ensure there is alignment with customer demand and schedules for ordering will be set up to ensure maximum freshness, such as ordering several times each week. Using this method, standard supply and grocery foodservice orders will arrive with lower frequency, according to a schedule that considers storage capacity and the needs of the restaurant.
- ✓ The layout of the front of the house and back of the house will be designed for flexibility and efficiency.


Personal experiences provide qualities that we can draw on to manage and run the business and grow it steadily. The bottom line is that we aim to run a tight ship and empower our staff to be the best and deliver the best customer service experience.



Products

We are committed to serving flavorful chef-driven menu and made-to-order signature menu items made from high-quality and/or local, and healthy ingredients. Our proprietary signature menu item The Great Greek Gyro is sliced to order from a cone, the grilled souvlaki chicken, steak, lamb, and shrimp, are seasoned and marinated with our proprietary spices and blends and cooked to order, salads, tzatziki, hummus, soups, and desserts are all *freshly prepare in our store – every day*. We put the “eat” into great food.

APPETIZERS

AVGOLEMONO SOUP 3.95
Chicken - Lemon Juice - Rice
Pita Bread

TZATZIKI 4.95 
Greek Yogurt - Labne -
Cucumber - Garlic - Dill
Pita Bread

HUMMUS 4.95  
Garbanzo Beans - Garlic -
Tahini - Lemon Juice
Pita Bread

TIROKAFTERI 4.95 
Cream Cheese - Feta
Roasted Peppers - Pita Bread

MELITZANOSALATA 4.95 
Roasted Eggplant - Olive Oil
Lemon Juice - Garlic
Pita Bread

 **FOUR DIP COMBO** 11.95
Tzatziki - Hummus -
Tirokafteri - Melitzanosalata
Pita Bread

DOLMADES 5.95 
Grape Leaves - Rice
Lemon Juice - Herbs

SPANAKOPITA 3.95  
Spinach - Feta - Puff Pastry

SALADS

CLASSIC GREEK SALAD
LARGE 7.95 | SMALL 5.95
Romaine Lettuce - Tomatoes -
Cucumbers - Red Onions - Feta
Kalamata Olives - Pita Bread
Housemade Greek Vinaigrette
MAKE IT YOUR OWN WITH AN ADD-ON >

 **GREAT GREEK RICE BOWL** 8.95
Rice Pilaf - Romaine Lettuce
Tomatoes - Red Onions
Cucumbers - Garbanzo Beans
Kalamata Olives - Feta - Tzatziki
MAKE IT YOUR OWN WITH AN ADD-ON >


ADD-ONS

CHICKEN BREAST +3.95
JUMBO SHRIMP +4.95
ATLANTIC SALMON +6.75
GYRO MEAT* +3.95
STEAK TENDERLOIN* +4.95
AUSTRALIAN LAMB* +4.95
FALAFEL +3.00
DOLMADES +3.95

SANDWICHES



FALAFEL PITA

 **GREAT GREEK GYRO** 8.95
Beef & Lamb or Chicken Breast
Romaine Lettuce - Tomatoes
Red Onions - Tzatziki - Feta

TRADITIONAL GYRO 7.95
Beef & Lamb or Chicken Breast
Tomatoes - Red Onions - Tzatziki

FALAFEL PITA 7.95
Housemade Chickpea Fritters - Romaine Lettuce - Tomatoes
Red Onions - Tzatziki - Hummus

 **ATHENIAN BURGER** 8.95
Certified Angus Beef* - Romaine Lettuce - Tomatoes -
Red Onions - Tzatziki - Feta

GREEK SALAD WRAP 5.95
Romaine Lettuce - Tomatoes - Red Onions - Garbanzo Beans
Cucumbers - Kalamata Olives - Feta - Hummus - Tzatziki
Flour Tortilla
MAKE IT YOUR OWN WITH AN ADD-ON >
GYRO MEAT* +3.95, FALAFEL +3.00, CHICKEN BREAST +3.95, +SHRIMP 4.95

INCLUDES A FOUNTAIN DRINK
OR BOTTLED WATER

+

YOUR CHOICE OF:
FRENCH FRIES +3.50 • FETA FRIES +3.95
RICE PILAF +3.50 • SIDE SALAD +4.50
AVGOLEMONO SOUP +4.50

MAKE IT A COMBO

ENTREES

 **SOUVLAKI PLATE**
CHOOSE A SKEWER >
CHICKEN BREAST 12.95
STEAK TENDERLOIN* 15.95
AUSTRALIAN LAMB* 15.95
JUMBO SHRIMP 15.95
Served with Side Salad,
Tzatziki and Pita plus
your choice of Rice Pilaf,
French Fries or
Feta Fries (+.50)

GREAT GREEK PLATE
GYRO MEAT* 12.95
FALAFEL 10.95
Served with Side Salad,
Tzatziki and Pita plus
your choice of Rice Pilaf,
French Fries or
Feta Fries (+.50)

MEZZE PLATE 11.95
Dolmades, Falafel, Spanakopita,
Hummus, Side Salad, Tzatziki & Pita



STEAK TENDERLOIN SOUVLAKI PLATE

SIDES

 **FETA FRIES** 2.95
FRENCH FRIES 2.50

RICE PILAF 2.50
SIDE SALAD 3.95

 **GREAT GREEK FAVORITE**

 **GLUTEN FREE**

 **VEGETARIAN**

 **DAIRY FREE**

*Cooked to order. Consuming raw or undercooked meats, poultry, seafood, shell stock or eggs may increase your risk of foodborne illness, especially in case of certain medical conditions.

Customers

One of the favorite things our customers will love about *The Great Greek Mediterranean Grill* is its “fine fast-casual” style – the perfect style for a Mediterranean restaurant. Our restaurant will combine the convenience and speed of a fast-casual restaurant with a food and service fine dining quality. Each guest or group will place their order at the counter, sit down at a table, and have their made-to-order meal delivered to them in 7-9 minutes. When the meal is complete, we will clear and clean the table just like a full-service experience.

The typical customer will fall into one of the following categories:

- ✓ Individuals seeking high-quality foods and an improved dining experience.
- ✓ Workers, families requiring a quick and affordable option, without sacrificing a high-quality food.
- ✓ Young adults, foodies and those willing to spend a few more dollars for fresh, flavorful, and healthy food options.



Competition

There are many national chains competing in the fast-casual dining restaurant industry. Our competitors include:

Zoes Kitchen

CAVA

Chipotle Mexican Grill

Pei Wei

Jets Pizza

Little Greek

Simple Greek

Panera

Windy City Grille

Blue Ginger Asian Kitchen

Our restaurant will strongly differentiate itself from the competition and has a strategy to penetrate our target market by delivering a premium hospitality experience. 1) flavorful made-to-order menu items 2) high-quality and/or local, and healthy ingredients. 3) authentic Mediterranean hospitality where everyone's welcome and comfortable.

Marketing Plan

As a *The Great Greek Mediterranean Grill* franchisee, we have access to innovative marketing plans which include a multi-channel approach focusing on our local market. We will employ several strategies simultaneously to reach customers, which includes a mix of traditional marketing, online exposure, and special promotions. Our traditional marketing strategies include:

As a franchisee we will also receive a grand opening took kit, public relations campaigns, online marketing solutions, printed materials, mailers and point-of-purchase displays created by the *Great Greek Mediterranean Grill* inhouse marketing team. Printed marketing materials will be created by the franchisor for use in the store, which includes flyers, trifold, business cards, letterhead, envelopes, shipping labels and store forms. A start up supply will be provided and an easy online ordering system is to purchase additional supplies as needed. These will be personalized with the local store's contact information.

Store visibility is key, and we realize that **location** and **drive-by visibility** are one of the main way's customers find dining establishments. In addition to window graphics and standard store signs, our visibility will be enhanced with stake signs, banners, or flags that the franchisor will provide.

After the first 90 days, we will fall into a consistent marketing calendar. As a *The Great Greek Mediterranean Grill* franchisee, we are required to spend 3% of gross sales to national marketing as well as spend 1% of sales locally to promote *The Great Greek Mediterranean Grill*. This fund collectively makes decisions that benefit the *Great Greek Mediterranean Grill* franchise system, subsequently driving additional traffic to each individual location.



EXPERIENCE THE UNIQUE FLAVORS OF AUTHENTIC GREEK CUISINE!

APPETIZERS

- Angelitos Soup
- Chicken - Lemon Ajika - Feta - Feta Bread
- Four Dip Garden
- Tzatziki
- Greek Pappas - Lemon - Cucumber - Garlic - Oil - Feta Bread
- Homos
- Kalamaki Souvlaki - Garlic - Lemon - Cucumber - Feta Bread
- Tzatziki
- Onion Cheese - Feta - Roasted Peppers - Feta Bread
- Moussaka
- Roasted Eggplant - Lemon Juice - Olive Oil - Garlic - Feta Bread
- Dolmades
- Grape Leaves - Rice - Lemon Juice - Herbs
- Spinakopita
- Spinach - Feta - Feta Bread

ENTREES

- Grilled Souvlaki
- Chicken - Steak - Lamb - Garlic Skewer
- Assorted Shrimp Gyros Plate
- Great Greek Gyros Meat
- Falafel Plate
- House-made Chicken Pita - Tzatziki - Herb Sauce
- Mixed Plate
- Steak - Tzatziki - Spinakopita - Hummus

THE GREAT GREEK Mediterranean Grill

1665 New Independence Pkwy, Suite 100, Winter Garden, FL 34707

407.794.1700

Red Alert arrives via ADDRESSING

FREE DESSERT
***CODE: SWEST

20% OFF YOUR ORDER
***CODE: 20OFF

FREE HUMMUS
***CODE: HUMMUS

Management Team and Key Staff

Executive Directors responsibilities include oversight of all operations, sales, marketing, legal and accounting team members

Key Staff – Key staff who have already been identified will be hired as the restaurant is closer to opening. Staff of 20 qualified individuals will include:

General Manager
Sales Director
Catering Director
Assistant Manager
Kitchen Manager
Line Cook,
Prep Cook
Dishwasher
Busser
Cashiers
Servers

The Great Greek Mediterranean Grill

The Great Greek Mediterranean Grill brand is a part of United Franchise Group family of brands. United Franchise Group is the Global Leader for entrepreneurs and home to 9 successful franchise brands, with nearly 1,600 locations in more than 80 countries around the world. *The Great Greek Mediterranean Grill* is dedicated to the success of each franchisee. Each franchisee receives extensive training, marketing launch expertise and ongoing collaboration and assistance to get off the ground quickly and grow successfully. Services include real estate location assistance, lease negotiations, financing programs, online and onsite training, operations manuals and ongoing support including national and regional meetings.

Financial Plan

See Development Budget and Financial Proforma in the full package and the detailed financial projections submitted as a separate submission.

MAPS OF RANCHO CUCAMONGA, SAN
BERNARDINO COUNTY, INLAND
EMPIRE AND STATE OF CALIFORNIA



Rancho Cucamonga

Rancho Cucamonga is a city located just south of the foothills of the San Gabriel Mountains and Angeles National Forest in San Bernardino County, California, United States. About 37 miles east of Downtown Los Angeles, Rancho Cucamonga is the 28th most populous city in California. The city's seal, which centers on a cluster of grapes, alludes to the city's agricultural history including wine-making. The city's proximity to major transportation hubs, airports, and highways has attracted the business of several large corporations, including Coca-Cola, Frito-Lay, Big Lots, Mercury Insurance Group, Southern California Edison, and Amphastar Pharmaceuticals. The city had a population of 174,453 according to the 2020 United States Census. The city experiences an average of 287 sunny days per year, compared to a national average of 205 days. Its climate is classified as warm Mediterranean.



San Bernardino County

San Bernardino County is a county located in the southern portion of the U.S. state of California and is located within the Inland Empire area. As of the 2020 U.S. Census, the population was 2,181,654, making it the fifth-most populous county in California and the 14th-most populous in the United States. The county seat is San Bernardino. While included within the Greater Los Angeles area, San Bernardino County is included in the Riverside–San Bernardino–Ontario metropolitan statistical area, as well as the Los Angeles–Long Beach combined statistical area.

With an area of 20,105 square miles (52,070 km²), San Bernardino County is the largest county in the contiguous United States by area, although some of Alaska's boroughs and census areas are larger. The county is close to the size of West Virginia.

This vast county stretches from where the bulk of the county population resides in three Census County Divisions (Fontana, San Bernardino, and Victorville-Hesperia), counting 1,793,186 people as of the 2010 Census, covering 1,730 square miles (4,480 km²), across the thinly populated deserts and mountains. It spans an area from south of the San Bernardino Mountains in San Bernardino Valley, to the Nevada border and the Colorado River.



Inland Empire

The Inland Empire is a metropolitan area and region inland of and adjacent to coastal Southern California, centering around the cities of San Bernardino and Riverside, and borders Los Angeles County to the west. It includes the cities of western Riverside County and southwestern San Bernardino County, and is considered to include the desert communities of the Coachella and Victor Valleys, respectively on the other sides of the San Geronio Pass and San Bernardino Mountains from the Santa Ana River watershed that forms the bulk of the Inland Empire; a much broader definition includes all of Riverside and San Bernardino counties. The combined land area of the counties of the Inland Empire is larger than ten U.S. states – West Virginia, Maryland, Hawaii, Massachusetts, Vermont, New Hampshire, New Jersey, Connecticut, Delaware and Rhode Island and is slightly smaller than the combined area of the last five (New Hampshire through Rhode Island). The U.S. Census Bureau-defined Riverside–San Bernardino–Ontario metropolitan area, which comprises Riverside County and San Bernardino County, California, covers more than 27,000 sq mi (70,000 km²) and has a population of approximately 4.6 million in 2020.



The State of California

California is a state in the Western United States. California borders Oregon to the north, Nevada and Arizona to the east, the Mexican state of Baja California to the south; and has a coastline along the Pacific Ocean to the west. With nearly 39.2 million residents across a total area of approximately 163,696 square miles (423,970 km²), it is the most populous and the third-largest U.S. state by area. It is also the most populated subnational entity in North America and the 34th most populous in the world. The Greater Los Angeles area and the San Francisco Bay Area are the nation's second and fifth most populous urban regions respectively, with the former having more than 18.7 million residents and the latter having over 9.6 million. Sacramento is the state's capital, while Los Angeles is the most populous city in the state and the second most populous city in the country. Los Angeles County is the country's most populous, while San Bernardino County is the largest county by area in the country (Alaska has some larger subdivisions, but they are not called counties). San Francisco, which is both a city and a county, is the second most densely populated major city in the country and the fifth most densely populated county in the country.

**Trade Area
Restaurants
Rancho Cucamonga**

Rancho Cucamonga



**Market Survey
Gallery
Rancho Cucamonga**







United Franchise Group Site Approval

SITE APPROVAL PRESENTATION PACKAGE
OVERVIEW SUMMARY

- (A) Activity Generators in Trade Area*
- (B) Demographic & Employment Factors*
- (C) Competitive Environment*
- (D) Outside the Specific Site Boundary Factors*
- (E) Inside the Site Boundary Factors*
- (F) LOI & Deal Specifics*
- (G) Deal Approval Authorization Form*

Brand: The Great Greek
Location: Victoria Gardens
Address: 11995 Foothill Blvd
Rancho Cucamonga, CA

Potential
Franchisee: East-West Holdings
Date: 4-28-21

(A) Activity Generators in Trade Area: Marketing Flyer Aerial

Aerial



(A) Activity Generators in Trade Area: Marketing Flyer Aerial



(A) Activity Generators in Trade Area: Nearby Retail Synergy

For Lease-Now Deliverable




+/- 2,233 SF Highly Desirable End Cap

Property Highlights

- Victoria Gardens is located to the NE of this site and has an estimated 16 million visitors per year
- Great visibility with over 56,000 cars per day on Foothill Blvd. & Rochester Ave.
- Neighboring tenants: Living Spaces Furniture, Bass Pro Shops, Home Depot, 24 Hour Fitness, Sprouts, PetSmart and BevMo!



Demographics

	1 Mile	3 Miles	5 Miles
 TOTAL POPULATION	11,442	119,323	267,209
 TOTAL HOUSEHOLDS	4,065	37,852	79,662
 AVERAGE HH INCOME	\$100,510	\$96,214	\$95,887

Local Food Retailers


- Blaze Pizza
- Luna Grill
- Corner Bakery
- Cafe Rio
- The Habit
- Tokyo Joe's

Traffic Counts

- 187,000 CPD (I-15 Freeway)
- 56,000 CPD (Foothill Blvd & Rochester Ave.)

(B) Demographic & Employment Factors: CoStar Radius Population & Age Data

Demographic Detail Report

Victoria Commons						
11995 Foothill Blvd, Rancho Cucamonga, CA 91739						
Building Type: General Retail	Total Available: 0 SF					
Secondary: Freestanding	% Leased: 100%					
GLA: 5,899 SF	Rent/SF/Yr: -					
Year Built: 2018						
Radius	1 Mile		3 Mile		5 Mile	
Population						
2024 Projection	5,480		132,244		286,238	
2019 Estimate	5,326		127,004		275,826	
2010 Census	5,225		115,881		257,235	
Growth 2019 - 2024	2.89%		4.13%		3.77%	
Growth 2010 - 2019	1.93%		9.60%		7.23%	
2019 Population by Age						
	5,326		127,004		275,826	
Age 0 - 4	408	7.66%	9,120	7.18%	19,596	7.10%
Age 5 - 9	401	7.53%	8,846	6.97%	19,527	7.08%
Age 10 - 14	383	7.19%	8,668	6.82%	19,701	7.14%
Age 15 - 19	352	6.61%	8,493	6.68%	19,534	7.08%
Age 20 - 24	362	6.80%	9,155	7.21%	20,792	7.54%
Age 25 - 29	413	7.75%	10,267	8.08%	22,125	8.02%
Age 30 - 34	420	7.89%	9,821	7.73%	20,103	7.29%
Age 35 - 39	446	8.37%	9,687	7.63%	19,600	7.11%
Age 40 - 44	431	8.09%	9,038	7.12%	18,615	6.75%
Age 45 - 49	409	7.68%	9,036	7.11%	18,993	6.89%
Age 50 - 54	352	6.61%	8,595	6.77%	18,346	6.65%
Age 55 - 59	308	5.78%	8,153	6.42%	17,638	6.39%
Age 60 - 64	242	4.54%	6,614	5.21%	14,518	5.26%
Age 65 - 69	171	3.21%	4,699	3.70%	10,553	3.83%
Age 70 - 74	108	2.03%	3,041	2.39%	7,045	2.55%
Age 75 - 79	59	1.11%	1,776	1.40%	4,220	1.53%
Age 80 - 84	32	0.60%	1,049	0.83%	2,553	0.93%
Age 85+	27	0.51%	957	0.75%	2,368	0.86%
Age 65+	397	7.45%	11,522	9.07%	26,739	9.69%
Median Age	34.10		34.60		34.10	
Average Age	33.90		35.10		35.10	

(B) Demographic & Employment Factors: CoStar Demographic Detail Report & Ethnicity Breakdown

Demographic Detail Report


Victoria Commons					
11995 Foothill Blvd, Rancho Cucamonga, CA 91739					
Radius	1 Mile	3 Mile	5 Mile		
2019 Population By Race	5,326	127,004	275,826		
White	3,207 60.21%	86,209 67.88%	200,851 72.82%		
Black	602 11.30%	15,714 12.37%	28,172 10.21%		
Am. Indian & Alaskan	76 1.43%	1,725 1.36%	4,263 1.55%		
Asian	1,155 21.69%	17,543 13.81%	31,122 11.28%		
Hawaiian & Pacific Island	48 0.90%	630 0.50%	1,134 0.41%		
Other	238 4.47%	5,183 4.08%	10,284 3.73%		
Population by Hispanic Origin	5,326	127,004	275,826		
Non-Hispanic Origin	3,276 61.51%	72,175 56.83%	136,309 49.42%		
Hispanic Origin	2,050 38.49%	54,829 43.17%	139,517 50.58%		
2019 Median Age, Male	33.30	33.50	33.00		
2019 Average Age, Male	33.20	34.20	34.20		
2019 Median Age, Female	34.80	35.60	35.30		
2019 Average Age, Female	34.60	35.90	35.90		
2019 Population by Occupation Classification	4,064	98,679	213,100		
Civilian Employed	2,765 68.04%	64,135 64.99%	137,714 64.62%		
Civilian Unemployed	97 2.39%	2,468 2.50%	5,245 2.46%		
Civilian Non-Labor Force	1,202 29.58%	31,981 32.41%	70,039 32.87%		
Armed Forces	0 0.00%	95 0.10%	102 0.05%		
Households by Marital Status					
Married	957	21,453	46,567		
Married No Children	432	10,158	21,749		
Married w/Children	525	11,295	24,818		
2019 Population by Education	3,593	87,581	187,162		
Some High School, No Diploma	176 4.90%	8,544 9.76%	27,516 14.70%		
High School Grad (Incl Equivalency)	659 18.34%	17,059 19.48%	39,228 20.96%		
Some College, No Degree	1,168 32.51%	30,599 34.94%	62,220 33.24%		
Associate Degree	173 4.81%	4,848 5.54%	10,485 5.60%		
Bachelor Degree	854 23.77%	16,300 18.61%	30,538 16.32%		
Advanced Degree	563 15.67%	10,231 11.68%	17,175 9.18%		



(B) Demographic & Employment Factors: Daytime Employment Report with Businesses & Employees in 3 miles

Daytime Employment Report


3 Mile Radius

Victoria Commons 11995 Foothill Blvd, Rancho Cucamonga, CA 91739			
Building Type: General Retail	Total Available: 0 SF		
Secondary: Freestanding	% Leased: 100%		
GLA: 5,899 SF	Rent/SF/Yr: -		
Year Built: 2018			
Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	5,694	72,176	13
Retail & Wholesale Trade	1,011	18,178	18
Hospitality & Food Service	430	9,808	23
Real Estate, Renting, Leasing	362	4,531	13
Finance & Insurance	476	3,987	8
Information	85	1,206	14
Scientific & Technology Services	633	5,694	9
Management of Companies	8	22	3
Health Care & Social Assistance	1,122	7,484	7
Educational Services	129	4,107	32
Public Administration & Sales	47	2,409	51
Arts, Entertainment, Recreation	72	590	8
Utilities & Waste Management	222	2,606	12
Construction	374	2,830	8
Manufacturing	243	5,666	23
Agriculture, Mining, Fishing	8	26	3
Other Services	472	3,032	6



(B) Demographic & Employment Factors: Consumer Spending Report 1,3,5 miles

Consumer Spending Report

Victoria Commons			
11995 Foothill Blvd, Rancho Cucamonga, CA 91739			
Building Type: General Retail Secondary: Freestanding GLA: 5,899 SF Year Built: 2018 Total Available: 0 SF % Leased: 100% Rent/SF/Yr: -			
2019 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$55,386	\$1,258,118	\$2,617,655
Total Apparel	\$3,301	\$76,390	\$160,157
Women's Apparel	1,305	30,352	62,868
Men's Apparel	706	16,368	34,139
Girl's Apparel	269	6,071	12,996
Boy's Apparel	183	4,133	8,887
Infant Apparel	162	3,620	7,555
Footwear	676	15,846	33,712
Total Entertainment & Hobbies	\$4,181	\$97,474	\$201,905
Entertainment	981	24,503	53,600
Audio & Visual Equipment/Service	1,810	41,163	82,815
Reading Materials	210	4,770	9,434
Pets, Toys, & Hobbies	1,179	27,038	56,056
Personal Items	3,468	79,051	161,970
Total Food and Alcohol	\$15,057	\$344,083	\$710,749
Food At Home	8,105	187,366	394,516
Food Away From Home	6,006	135,211	272,845
Alcoholic Beverages	945	21,507	43,388
Total Household	\$8,618	\$181,900	\$375,870
House Maintenance & Repair	1,308	27,714	62,351
Household Equip & Furnishings	3,510	75,276	151,923
Household Operations	2,781	58,315	119,950
Housing Costs	1,019	20,594	41,647



(C) Competitive Environment: Proposed location within State



Rancho Cucamonga, CA is at the point of the arrow.

(C) Competitive Environment: Nearby Restaurant Sales



Dunkins Donuts \$1,600,000 1st year

Firehouse Subs \$1,700,000 (third highest in California)

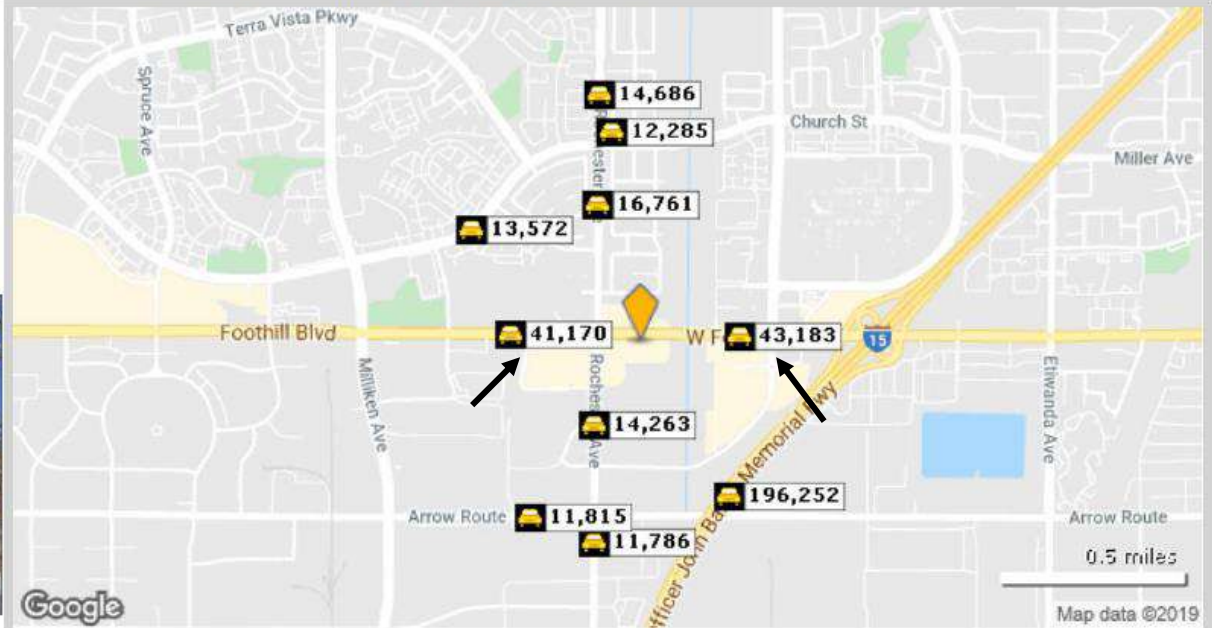
(D) Outside the Specific Site Boundary Factors: Traffic Counts

Traffic Count Report

Victoria Commons

11995 Foothill Blvd, Rancho Cucamonga, CA 91739

Building Type: **General Retail**
 Secondary: **Freestanding**
 GLA: **5,899 SF**
 Year Built: **2018**
 Total Available: **0 SF**
 % Leased: **100%**
 Rent/SF/Yr: **-**



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Rochester Ave	Sebastian Way	0.10 N	2018	14,263	MPSI	.25
2 Foothill Blvd	Day Creek Blvd	0.09 E	2018	→ 43,183	MPSI	.28
3 Foothill Blvd	Masi Dr	0.05 E	2018	→ 41,170	MPSI	.36
4 Rochester Ave	Malaga Dr	0.13 S	2018	16,761	MPSI	.41
5 I-15	Arrow Blvd	0.07 SW	2018	196,252	MPSI	.48
6 Rochester Ave	Arrow Blvd	0.07 N	2018	11,786	MPSI	.56
7 Arrow Blvd	Rochester Ave	0.17 E	2018	11,815	MPSI	.56
8 Church St	Malaga Dr	0.09 NE	2018	13,572	MPSI	.56
9 Henbane St	Church St	0.04 S	2018	12,285	MPSI	.60
10 Rochester Ave	Revolution Dr	0.11 N	2018	14,686	MPSI	.70

(D) Outside the Specific Site Boundary Factors: Aerial Map

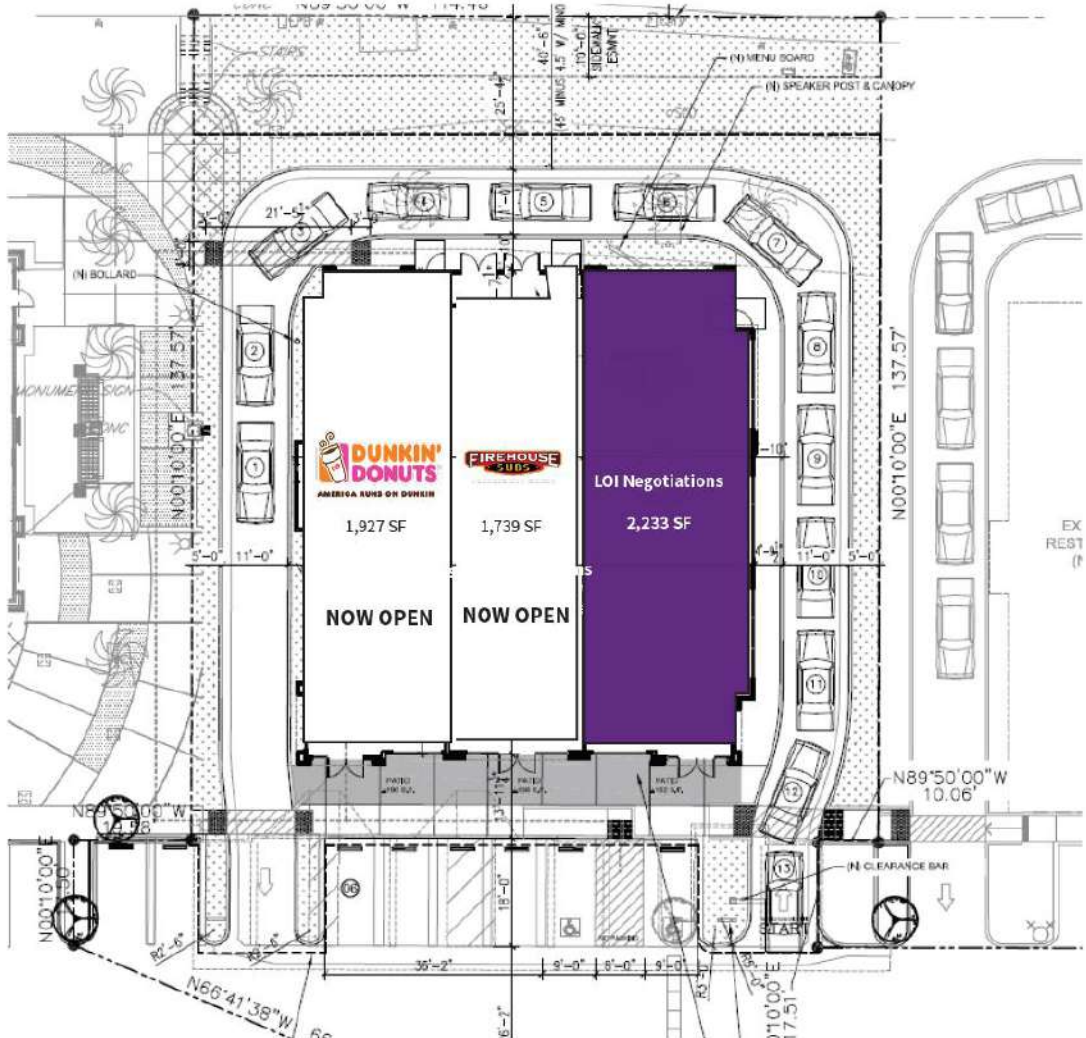
Aerial



(D) Outside the Specific Site Boundary Factors: Aerial Site Plan with curb cuts and parking field noted

Site Plan

FOOTHILL BLVD.



(E) Inside the Site Boundary Factors: Rendering

Elevations



North Elevation



East Elevation



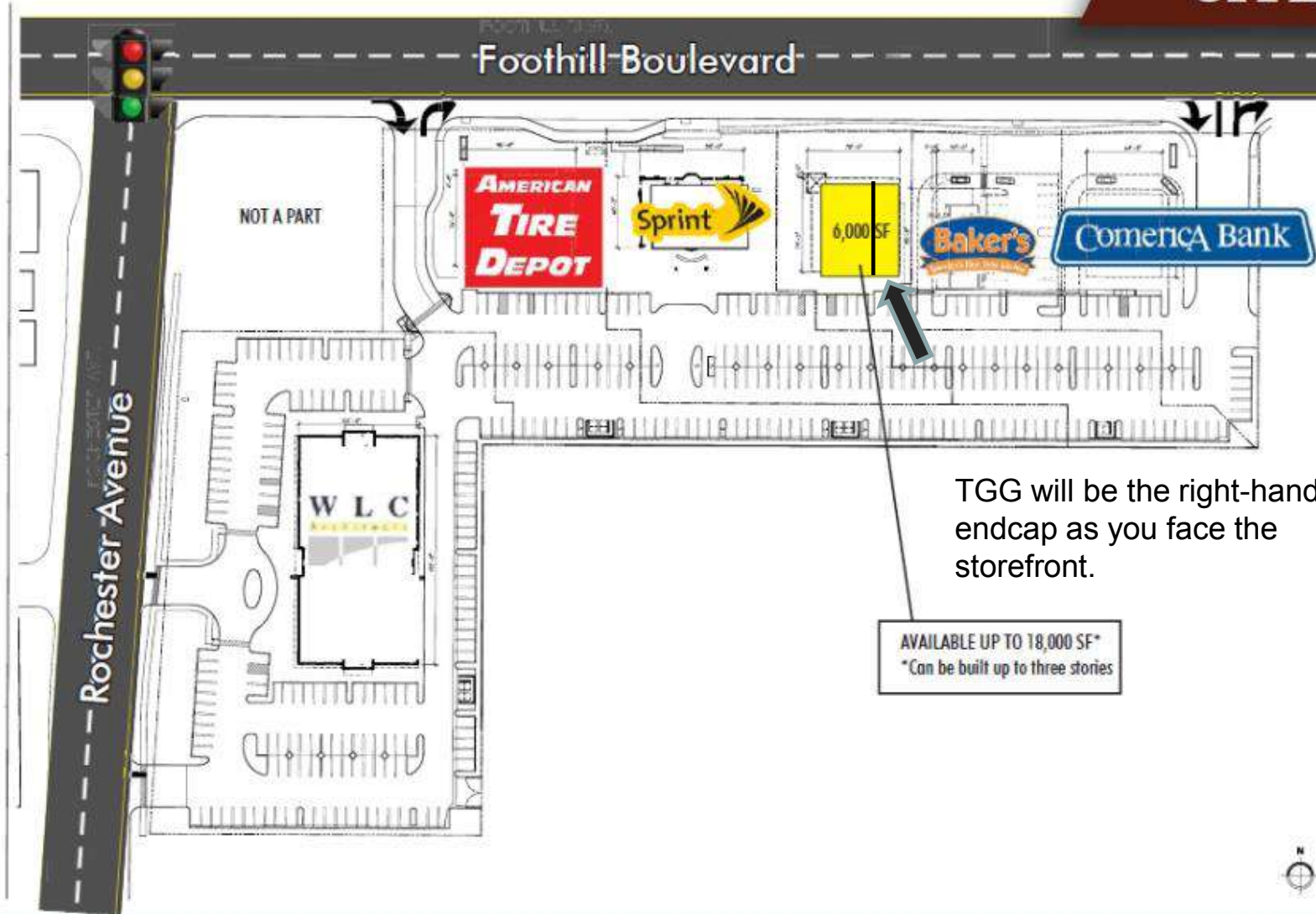
South Elevation



West Elevation

(E) Inside the Site Boundary Factors: Site Plan Close-up with proposed site noted

SITE PLAN



(E) Inside the Site Boundary Factors: Pictures

Firehouse Subs Now Open



(E) Inside the Site Boundary Factors: Pictures

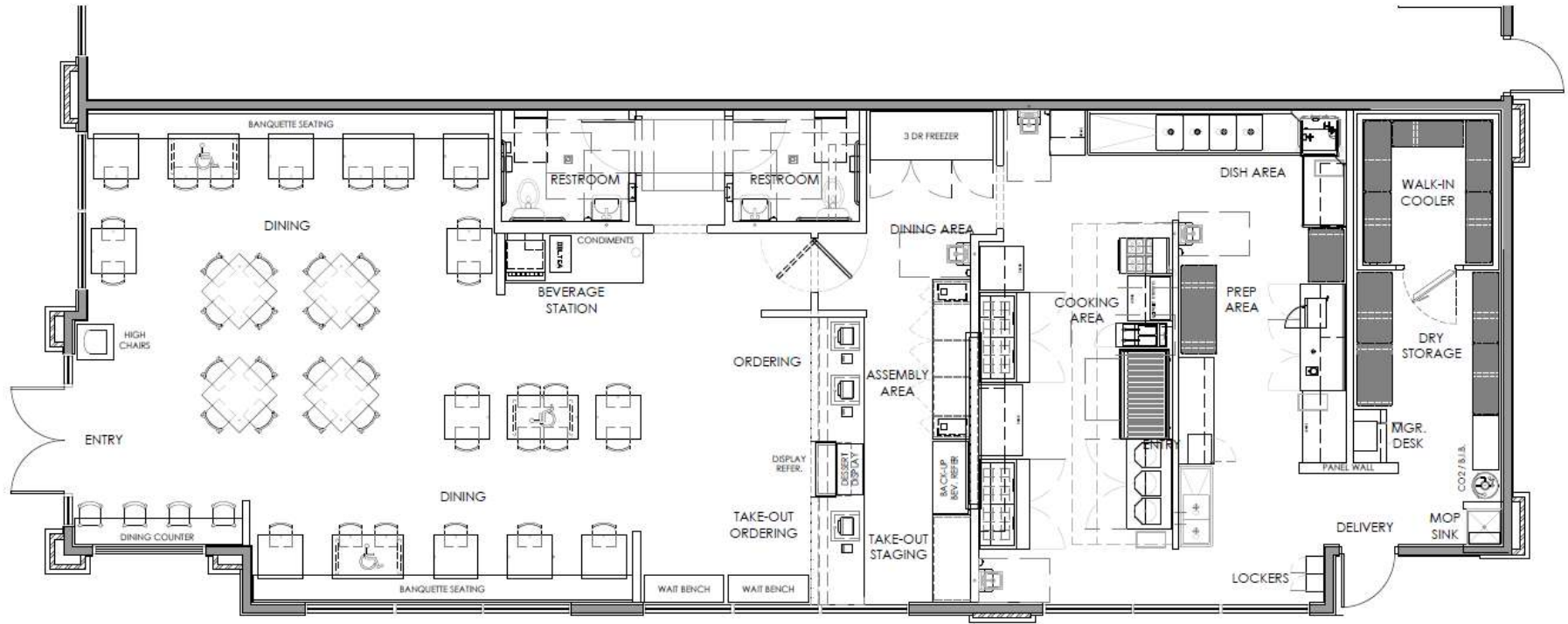
Dunkin Donuts Now Open



(E) Inside the Site Boundary Factors: Pictures



(E) Inside the Site Boundary Factors: Proposed Restaurant Layout



AREA: 2,233 S.F.
PATIO: TBD S.F.
SEATING-TABULATION
STOOLS: - 4
2-TOPS: - 11
4-TOPS: - 8
TOTAL TABLES: 58
INTERIOR SEATS: 58
PATIO SEATS: TBD
TOTAL SEATS: TBD
SEATING RATIO: 1/39' SQ FT

option a
conceptual floor plan

The Great Greek
Victoria Commons
11995 Foothill Blvd.
Rancho Cucamonga, CA 91730



(F) LOI & Deal Specifics:

Square footage: 2233 sq ft

Term: 10 years

Options: 2 each 5-year options

Base Rent psf: Months 1-3 \$23.50 psf Months 4-12 \$47.00

Increases: Yr 11-15 \$59.48 psf. Yr 16-20 \$66.92 psf

NNN charges psf: \$7.80 psf

1st year annual occupancy: Year 1: \$109,249 Year 2: \$122,368

Rent commencement date: 120 days after delivery to tenant

Build-out period: Maximum: 120 days.

TIA: \$30.psf = \$66,990 plus shell defined in lease

Exclusive: Yes / No Yes

Dedicated parking spaces for pick up orders: Yes / No No

Projected Open Date: To be projected based on lease execution and landlord turnover

Customer Review

RE: New Popmenu Review for Grilled Chicken Souvlaki at Winter Garden



Mark Sharp

To Chuck McAulay; Kevin Carmean; Richard Hawkins

Cc Nick Della Penna; Jim Butler; Bob Andersen; Michael Wilcox; Dan O Connell; Nanette Salva; RJ Andersen; Matthew Szafaryn

↩ Reply

↩ Reply All

➔ Forward



Tue 5/4/2021 7:11 AM



popmenu

The Great Greek

"I am 1st Generation Greek-American who has spent a lot of time in Crete, Greece learning about Mediterranean cooking from my Yia Yia. The Great Greek was mentioned to us at church as the best Greek you'll ever taste outside of your Yia Yia's kitchen and they were absolutely right. In fact, we had another Greek Place we loved but The Great Greek took the #1 spot after our first few bites. We ordered a bunch of things to try a few days later and not one single bite went unappreciated. This food is the real deal! It's fresh, seasoned to absolute perfection and simply mouthwatering. The Dolmades were the best I've ever had, we also got Greek Salad, tried a couple of different Souvlaki protein dishes which were amazing, the Spanakopita was SO GOOD I can't stop thinking about it. The tzatziki was amazing, the feta fries were also amazing. My son got a Gyro he inhaled. If you're interested in REAL Mediterranean cooking with all the flavors of Greece, this restaurant will not disappoint. Ordering from here for dinner tomorrow! Keep up the good work The Great Greek staff. We are in love with your food."

By cielo75@mail.com for **Grilled Chicken Souvlaki** | Winter Garden (Winter Garden)

✉ REPLY



Authentic
Cuisine
FRESH Ingredients HOMEMADE DAILY

THE
AT CREEK
Tommy & Hill

Authentic



Project Management

Development, Design and Construction Process

Development, Design and Construction Process

Responsibility: East West

Development, Design and Construction Process

The following is a detailed description of the sequential components of the development management process for each location within each city that will be undertaken in phases based upon mutual acceptance of the Business Plan and closing of project funding.

- ◆ Project definition
- ◆ Conceptual design
- ◆ Design development
- ◆ Construction documents
- ◆ Procurement
- ◆ Construction
- ◆ Project close-out

Project Definition

Develop Project delivery strategy. Analyze Project requirements for function, quality, cost, and time. Evaluate operational and legal constraints. Recommend a design and construction strategy that best addresses all of these issues.

Program development. Develop functional requirements for the Project, incorporating any applicable user groups.

Develop a Project budget. Prepare a detailed Project budget. Clearly identify all categories of cost. Include construction cost, land cost, legal fees, consultant fees, building permits, testing laboratories, furnishings, fixtures, equipment, landscaping, and project management fees.

Document Project organization and procedures. Develop organization charts for project development entity, architect, consultants and contractors. Prepare a Project directory with names, addresses and responsibilities of all individuals and organizations associated with the Project. Document procedures for decisions, communications, distribution of reports, billings, etc.

Manage selection of consultants. Develop selection procedures. Receive and evaluate written proposals and conduct interviews in order to select architects, engineers and other consultants. Negotiate all applicable contracts.

Identify appropriate building systems. Select alternate building systems appropriate for the Project. Review function, price, and relevant construction practices to determine compatibility and the cost effectiveness.

Prepare preliminary cost estimate based on historical models. Establish a preliminary budget for each Project, based on a statistical analysis of completed Projects adjusted for current conditions.

Develop cost models. Develop budgets for each major building system and other elements of construction. Compare these cost models with design estimates as each Project progresses.

Develop master schedule. Prepare master schedules for each project showing duration, responsibility and precedence for major activities. Establish the duration of each Project and identify the most critical activities. Update and expand the level of detail as each Project progresses.

Develop decision tracking system. Identify, monitor and report on the status of key decisions and issues which influence the progress of each Project.

Develop Project control system. Identify and define the control system (Information technology) which will be used as a tool to communicate, monitor, and control Project costs, schedule, and quality.

Conceptual Design

Implement on phased construction techniques. Establish a division of work into separate contracts to permit phasing. Consider such factors as construction durations, construction document preparation, long-lead-time materials and equipment, labor availability, trade jurisdictions, and interface problems between contractors.

Establish and monitor detailed design schedule. Expand each project design schedule indicating milestones for each phase. Monitor and report on progress and problems.

Develop preliminary procurement schedules. Prepare project schedules for the bidding or negotiation of construction contracts. Develop schedules for the bidding, shop drawings, fabrication and delivery of direct-purchased equipment.

Develop design phase schedule. Produce detailed schedules of activities for each of the design phases. Include both graphic and numeric reports.

Prepare final budget. Establish final budgets for all categories of work. This will become the basis for all financial reporting as each Project progresses.

Initiate Project accounting reports. Based on each final budget, initiate reporting systems which includes detailed budget categories for consultant fees, construction costs, developer costs, contingencies and reserves. Produce monthly Project accounting reports to compare each budget to current estimates, contractual obligations, changes and anticipated changes.

Estimate alternate building systems. Estimate the cost of alternate building systems in order to finalize selections prior to design development.

Estimate design concepts and compare to cost models. Estimate conceptual design in progress and compare to preliminary cost models.

Identify value engineering and life-cycle cost study areas. Identify areas for value engineering study as the design of each project progresses. Energy, maintenance and operational considerations dictate, perform life-cycle costing studies to evaluate the most cost effective systems.

Report on escalation changes. Monitor the rate of inflation for labor, materials and equipment. Update unit costs accordingly.

Identify interested contractors and suppliers. Investigate and prequalify contractors and manufacturers interested in bidding the work. Review plans with them and promote their interest in each Project.

Design Development

Monitor the design development schedule. Review the preparation of bid documents and compare to schedules developed during the conceptual design phase. Report on activities which are on or behind schedule. Recommend corrective action as required.

Review plans and specifications for technical accuracy and coordination. Review plans and specifications as they are being developed. Check construction feasibility and coordination of all design disciplines. Advise on contract provisions for controlling construction schedules. Advise on special and general conditions sections of specifications for each project.

Conduct value engineering review of design development. Conduct a multi-disciplinary value engineering review to evaluate alternatives for building systems that are not within budget.

Report on escalation changes. Monitor the rate of inflation in the construction industry and update cost Projections accordingly.

Estimate final design development. Prepare a construction cost estimate for all building and site development in categories comparable to previously developed cost models and budgets.

Compare design development to cost models. As drawings progress, compare estimates to cost models and budgets by category.

Update Project accounting reports. Prepare current Project accounting reports. Include Project cost summaries and detailed cost status reports.

Identify long-lead delivery items for early purchasing. Identify materials and equipment which require long delivery times and are critical to the progress of the work. Develop a strategy for purchasing these items directly and later assigning them to a contractor.

Identify interested contractors and suppliers. Maintain contracts developed during conceptual design phase. Continue to promote interest in each Project.

Construction Documents

Establish final procurement strategies. Finalize Project strategies considered during the conceptual design stage. Finalize all bid packages and phasing techniques.

Review plans and specifications for technical accuracy and coordination. Review plans and specifications as they are being developed. Check construction feasibility and coordination of all design disciplines. Advise on contract provisions for controlling construction schedules. Advise on special and general conditions sections of the specifications.

Recommend contract provisions. Prepare contract provisions for inclusion in the construction specifications. Require performance by the contractors to support quality, cost and schedule objectives.

Prepare bidding documents. Advise on general conditions and develop bid forms for all bid packages.

Bid long-lead-time materials and equipment. Organize and manage the bidding of long-lead-time materials and equipment. Prepare bid forms and distribute bidding packages. Review and analyze bids.

Update master schedule. Update the master schedule to reflect the current Project plan. Prepare

both graphic and numeric reports. Distribute to all members of the Project team.

Establish and monitor detailed construction document schedules. Update, expand, and review schedules which identify individual areas of responsibility for the preparation of construction documents. Monitor and report on progress.

Establish submittal procedures. Document all procedures required for the submittal of materials, samples and shop drawings. Develop and maintain schedules and logs.

Report on escalation changes. Monitor the inflation rate in the construction industry and update cost Projections accordingly.

Compare current design to cost models. As working drawings proceed, compare current estimates to cost models. Recommend modifications as required.

Estimate final construction documents. Prepare detailed cost estimates of final construction documents. Display cost information in categories that can be compared to budgets, cost models and bid results.

Update Project accounting reports. Prepare current Project accounting reports. Include Project cost summaries and detailed cost status reports.

Identify interested contractors and suppliers. Maintain contacts developed during the design development phase. Continue to promote interest in each Project.

Procurement

Conduct pre-bid conferences. Organize and direct conferences prior to the receipt of bids. Include all bidding contractors, the consultants and project management staff.

Manage issuance of addenda. Work with the architects and engineers in the preparation of addenda to the construction documents, and issue all addenda to qualified bidders.

Receive bids. Secure and evaluate bids and recommendations on award of contracts.

Negotiate contracts. Where elements of work are not competitively bid, negotiate to establish a fair and equitable price for the work to be accomplished.

Construction

Conduct preconstruction conference. Organize and direct a preconstruction meeting contractors and development consultants. Establish Project organization, lines of authority and Project procedures.

Engage and maintain on-site staff. Manage a field staff to administer the work of the construction contractors. Inspect the work for conformance with plans and specifications.

Manage testing agencies. Select independent testing agencies. Coordinate their work, review their reports and make recommendations regarding their findings.

Prepare detailed construction schedules. Develop construction schedule outlining start and finish dates for procurement and construction activities. Establish major milestones for each segment of the work.

Monitor progress of the work. Review contractors construction schedules. Observe construction progress and report deviations from the schedule which will jeopardize job progress. Work with contractors to develop recovery plans.

Control construction quality. Review capabilities of proposed subcontractors and evaluate their suitability. Evaluate proposed procedures and equipment prior to use. Observe work in progress and report defects and deficiencies.

Maintain jobsite records. Maintain a current record of contracts, drawings and specifications; inventory handbooks, technical standards and operating manuals; log shop drawings and samples; and file correspondence, directives and meeting minutes.

Process pay requests. Develop and implement a procedure for the review and processing of contractor applications for payment. Review contractor's schedule of values for use in processing payments.

Recommend changes in the work. Make recommendations for changes in the work which are dictated by field conditions or will save time or money or improve quality.

Maintain Project accounting system. Maintain an accurate, up-to-date construction cost accounting system. Include costs of contracts, direct purchased materials and other appropriate items. Make revisions to incorporate approved changes as they occur.

Process change orders. Develop and implement a system for the preparation, review and processing of change orders. Estimate the cost of all change orders and negotiate with contractors.

Coordinate processing of shop drawings. Monitor submittals and expedite approvals of shop drawings. Maintain logs and sets of documents.

Conduct regular job meetings. Schedule and conduct regular meetings at the job site. Include all client and contractor representatives and appropriate consultants. Discuss job progress. Track and record decisions.

Assist in claims defense. Support the client in the defense and resolution of claims related to the Project. Assemble and analyze data.

Prepare field reports. Maintain daily job site reports. Record weather, numbers of workmen, equipment in use, general activities and special occurrences. Prepare monthly status reports which record the progress of the work and comment on quality, cost and time issues.

Monitor safety plans. Review the safety plans developed by each of the contractors. Make recommendations and monitor the adherence to such Projects.

Manage insurance process. Manage the processing of insurance claims, payments and rebates.

Arrange for photographic record of each Project. Arrange for sequenced video coverage or monthly photographs of the work in progress.

Project Close-out

Develop close-out schedule. Produce a detail schedule of close-out activities. Include punch lists, equipment testing, start-up procedures and occupancy.

Assemble operating manuals and warranties. Collect and catalogue all procedures manuals and instructions for the operation of mechanical, plumbing, electrical and special equipment. Collect all warranties.

Coordinate acceptance inspections. Schedule and direct inspections to develop punch lists. Establish substantial and final completion dates.

Close out construction contracts. Work with each contractor to monitor the completion of punch list items and to finalize all outstanding changes in their scope of work. Verify the payment of retainers.

Coordinate systems testing projects. Organize and manage the testing of mechanical, plumbing, electrical and special building systems.

Implement start-up procedures. Plan and monitor the start-up and adjustment of all building systems.

Coordinate occupancy. Work with the client to schedule the installation of furnishings, fixtures and equipment as well as phasing the relocation of personnel.

Participate in management of warranty work. Work to ensure that the contractors honor their warranty responsibilities in a timely manner.

Project Budget

Rancho Cucamonga	2,233	Sqft	\$210.00
Schedule A Included	163,520		81.72
			\$260.63
<u>Summary</u>	<u>\$/Sqft.</u>	<u>Budget</u>	<u>% of Budget</u>
Construction Costs	\$210.00	399,510	39.01%
Equipment		101,784	9.94%
Furniture		22,000	2.15%
Milwork & Fixtures		0	0.00%
POS - Menu -Tech		24,000	2.34%
Signage		19,000	1.86%
Small Wares		12,500	1.22%
Business Management		3,200	0.72%
HARD COST SUB-TOTAL	\$260.63	581,994	56.83%
Project Fees & Deposits		119,847	11.70%
Pre-Opening Training Costs		29,007	2.83%
Marketing Launch Costs		24,500	2.39%
Funding Costs		268,747	26.24%
SOFT COST SUB-TOTAL		442,102	43.17%
NEW RESTAURANT COSTS		1,024,096	100.00%
		755,348	
Construction Cost	2,233	Sqft	
Tenant Improvement Costs		450,000	
Construction Management Fee		9,000	
Hood & Ansul		7,500	175
Tenant Improvement Allowance	\$30.00	(66,990)	
Net Construction Costs		399,510	39.01%
Equipment Costs			
Equipment Package	Inc. Sched A	75,020	7.33%
Freight, Delivery, Install & Start-up	Inc. Sched A	14,500	1.42%
Taxes	Estimated Taxes	12,264	
Total Equipment		101,784	9.94%
Furniture Costs			
Dining Area Furniture	Inc. Sched A	17,000	
Outdoor Furniture		5,000	
Taxes	See Est. Tax w/ Equipment	0	
Total Furniture		22,000	2.15%
Millwork/Fixtures (in Construction)			
Front Counter			
Back Counter			
Beverage Counter			
Freight & Delivery			
Install			
Taxes			
Total Fixtures		0	0.00%
POS - Menus & Tech Costs			
POS	Inc. Sched A	10,000	
Menu System	Inc. Sched A	6,500	
Management Computer & Wifi	Inc. Sched A	1,500	
Audio/Video	Inc. Sched A	4,000	
Low Voltage Installation		0	
Survailance System		2,000	
Taxes	See Est. Tax w/ Equipment	0	

Total POS		24,000	2.34%
Signage & Trade Dress Costs			
Outdoor Signage	Inc. Sched A	14,000	
Interior Trade Dress & Signage	Inc. Sched A	5,000	
Blinds			
Taxes	See Est. Tax w/ Equipment		
Total Signage		19,000	1.86%
Smallwares Costs			
Smallwares	Inc. Sched A	12,500	
Delivery	Inc. Sched A		
Taxes	See Est. Tax w/ Equipment		
Total Smallwares Costs		12,500	1.22%
Project Fees			
Franchise Fee		39,500	
Legal/Accounting		15,000	
Architect/ Design		33,597	
Project Management Fee		10,000	
Permits/Licences		15,000	
Insurance	1-4% of constr. Costs	6,750	
Total Fees & Deposits		119,847	11.70%
Pre-Open Training Costs			
Management Salaries		9,000	hire asap
Initial Training Costs & travel		11,000	
Pre-Opening Team Training Expense		6,007	
Training Product		3,000	7-12k
Total Training Costs		29,007	2.83%
Project Funding Costs & Deposits			
Loan Packaging Service Fee		10,575	
Lender Costs		153,586	
SBA Fees		54,671	
Interest Expense in Construction		5,169	
Working Capital		35,000	
Lease Deposits		8,746	
Utility Deposits		1,000	
Free Rent (after open)		0	
Net Project Funding Costs		268,747	26.24%
Launch Marketing Costs			
Marketing Colateral (Menus-Bus Cards-Promos-Etc)	Inc. Sched A	3,000	
Grand Opening Promotional & Marketing Launch	Per franchise Agreement	21,500	
Total Management & Marketing Costs		24,500	2.39%
Business Management Costs			
Telephone System		200	
Office/Organizational /Safe		2,500	
Uniforms	Inc. Sched A	500	
Total Management Costs		3,200	0.31%

Annual Proformas

