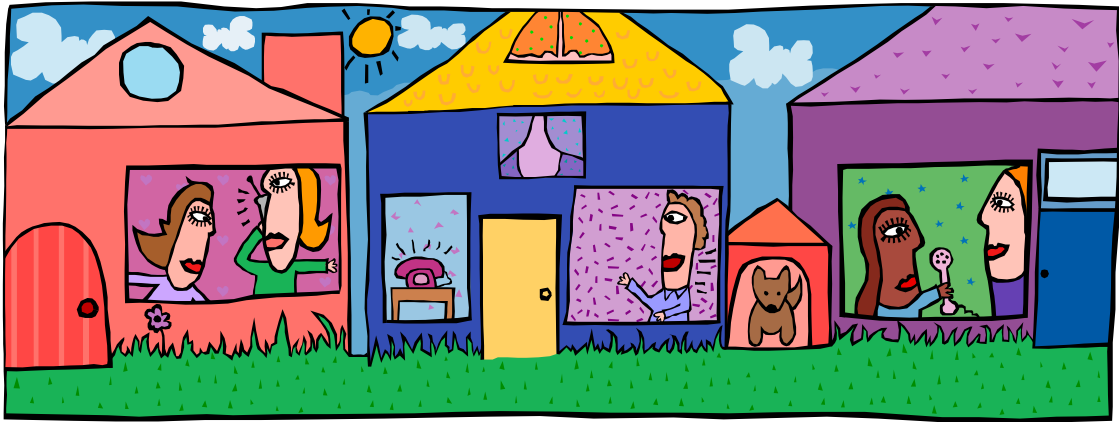


1.

## RESEARCH DEMOGRAPHICS



**This tool enables you to analyze  
your market area and assess  
future potential growth.**

**#1 OBJECTIVE:**

**Assess current customer base to see whom your takeout program will appeal within your existing make-up.**

**Review your current successes to give direction for growth.**

**List the five neighborhoods, businesses, community organizations, hotels, and doctor offices in your area for opportunity.**

**List five competitors to discover possible uncovered needs.**

<b>CURRENT CUSTOMER BASE (AVERAGES)</b>	
<b>AGE</b>	
<b>INCOME</b>	
<b>OCCUPATION</b>	
<b>GENDER</b>	
<b>ETHNIC MAKE-UP</b>	
<b>FAMILY MAKE-UP</b>	

<b>CURRENT BUSINESS</b>	
<b>BEST DAY PART</b>	
<b>CURRENT TAKE OUT</b>	
<b>TAKE OUT POTENTIAL</b>	
<b>USP</b>	
<b>STRENGTH #1</b>	
<b>STRENGTH #2</b>	

	<b>TOP 5 NEIGHBORHOODS NEAR YOU</b>	<b>COMMUNITY AGE</b>	<b>FAMILY MAKE-UP</b>	<b>ETHNIC MAKE-UP</b>	<b>INCOME</b>
<b>1</b>					
<b>2</b>					
<b>3</b>					
<b>4</b>					
<b>5</b>					

TOP 5 COMPETITORS IN YOUR AREA		THEIR #1 OFFERING		TYPE OF SERV.
1		1		
2		2		
3		3		
4		4		
5		5		

TOP 5 BUSINESSES IN YOUR AREA		THEIR WORK SCHEDULES	NO. OF EMPLOYEES
1			
2			
3			
4			
5			

<b>TOP 5 COMMUNITY ORGANIZATIONS IN YOUR AREA</b>		<b>TAKE OUT / DELIVERY POTENTIAL</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

<b>TOP 5 HOTEL/MOTEL IN YOUR AREA</b>		<b>TAKE OUT / DELIVERY POTENTIAL</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		

<b>TOP 5 DOCTOR OFFICES/COMPLEXES IN YOUR AREA</b>		<b>TAKE OUT / DELIVERY POTENTIAL</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		