

Thank you for your interest in leasing opportunities with The Festival Companies. In order to properly respond to your inquiry, you will need to submit your business plan, personal financial statement and a list of references and/or other current business ventures that you may be involved in at the present time. A good business plan provides us with the opportunity to analyze a concept and make sure that it will be consistent with the high standards of our retail portfolio.

Since we are every bit as concerned about your success as you are, the following is a general guideline to help formulate a business plan:

1. DESCRIPTION OF THE PROPOSED BUSINESS

What will be the concept of the business?

What will be the company's goals?

What are your personal strengths and past achievements that will help attain that goal?

If the concept is a restaurant, please enclose a copy of your proposed menu.

2. MARKET/PRODUCT/INDUSTRY ANALYSIS

Who will buy the company's products and services?

In what market segment will the company compete?

Who will be your major competition?

What is the projected market share?

3. MARKET STRATEGY

What will be the target customer group?

What product or service attributes will you emphasize to generate sales?

How will the product or service be priced?

How will you advertise and promote the business?

4. MANAGEMENT AND KEY PERSONNEL

Who will be the key people in the business?

What is their background, experience and expertise?

5. FINANCIAL STATEMENTS AND PROJECTIONS

Provide minimum 5-year cash flow projection on your new business.

Provide personal financial statement, preferably on The Irvine Company form, and last year's tax return.

Prepare store-opening budget, including "hard" and "soft" costs.

Describe the sources of funds, for start-up of new business (personal savings, bank loan, equity partner, etc.)

6. ARCHITECTURAL RENDERING AND FLOOR PLANS

Although not specifically required as part of a normal business plan, we find it very helpful to see architectural renderings, floor plans, elevations, etc. of the proposed concept.