

Attachment 2 Sales Expectation Information

Space Identifier	Proposed Concept/Brand	Projected Year 1 Sales	Average Ticket	Projected Year 1 Transactions
<i>Example: B-2-101C</i>	<i>Burger World</i>	<i>\$975,000</i>	<i>\$7.50</i>	<i>130,000</i>

Explanation of Assumptions:

Please explain the factors and metrics you used in determining your projections for this space.

Example: Based on the passenger demographic information provided by DFW, we anticipate this location will perform comparable to our location in XYZ Airport. As a result, we expect 130,000 transactions annually. Historically, our Burger World locations average \$7.50 per ticket, thus, we expect sales of \$975,000 in Year 1.

Product Category Assumptions:

Please provide a general explanation of your sales assumptions by product category (if applicable).

Example: We anticipate this location to generate 80% of its sales from the sale of Food and non-alcoholic beverages, and 20% from the sale of alcohol.