Continental Realty Corporation
1427 Clarkview Road, Suite 500
Baltimore, MD 21209
410-296-4800

CONTINENTAL REALTY CORPORATION

BUSINESS PLAN

As part of the Leasing Application, please complete the following Business Plan and Financial Reports. Submissions must be typed and contain current information.

The following is on outline that is to be followed in the preparation of a Business Plan. The Business Plan is on effective tool for defining, organizing and managing of business's goals and objectives and will provide the Developer with information needed to evaluate your prospective tenancy in the Project.

PART 1 – EXECUTIVE SUMMARY

Short concise summary of the business purpose that will include the essentials of the business plan:

A. Who owns and runs the company?
B. What is the product/service?
C. Where are your existing units and are they still in operation?
D. Your reasons for locating the business at this project.
E. Prior history of owning/operating a business.

PART 2 - MARKET DATA

A. Target Market –Trade Area
  i) Age
  ii) Lifestyle
  iii) Income
B. Customer Base
  i) Where will the majority of your customers come from?
B. Competition
  i) Where is your competition and how will it affect your business?

PART 3 - MANAGEMENT

A. Key Personnel - Resumes to include
  i) Experience in the retail industry
  ii) Experience in the retail industry

PART 4 - FINANCIAL PLAN

A. Sources of Funds
  i) Cash
  ii) Bank Credit
  iii) Supplier Credit
  iii) Family Loans

B. Use of Funds
  i) Start Up Costs
  ii) Prepaid Expenses
  iii) Inventory
  iii) Other

C. One year Profit and Loss/Income Statement

D. Cash Flow Analysis
  i) Projected monthly sales for year one
  ii) Projected expenses to include rent, salaries, utilities, professional fees, loan payments, royalties/franchise fee, etc.

CONTINENTAL REALTY CORPORATION

BUSINESS PLAN (CONTINUED)

PART 4 - FINANCIAL PLAN

E. Profit Margin

i) What is the profit margin (revenue = profit margin)

F. Break-even Analysis

i) How much revenue do you have to achieve to break even?

G. Long Term Plans

i) Will your business offer new products and services as they become available in keeping with your use?

ii) Will you be opening additional stores?

iii) Which markets will you open your new stores in?

iiii) How will you staff your expansion plans?

FINANCIAL STATEMENT REQUIREMENTS

The following information must be accompanied with your business plan in order for the Developer to consider your tenancy in the project.

1. Personal financial statements of the owners/guarantors, to include tax returns and bank statements.
2. Financial statements of your existing business

CAPITALIZATION STATEMENT

A. Source of startup funds

i) Cash - please provide copy of bank statements verifying cash

ii) Bank Loans - source and amounts

iii) Other Sources

B. Expenses

- Fixtures/Equipment
- Legal Fees
- Permits
- Architect
- Construction
- Franchise Fees
- Initial Inventory
- Other Expenses Unique to Working Capitol

CONTINENTAL REALTY CORPORATION

PROFORMA - INCOME

Profit and Loss Statement	**Dollars**	**Percentage of Gross**
Gross Income - note adjustments		
Costs of Goods Sold - note adjustments		
Less Operating Expenses Advertising		
Auto Expense		
Franchise/Royalty Fees		
Insurance		
Laundry and Uniform		
Shop and Equipment Maintenance		
Office Expense		
Professional/Legal/ Accounting Fees		
Base Rent		
Common Area Maintenance		
Real Estate Taxes		
Insurance		
Promotional Fund		
Sales Tax and other applicable Taxes		
Bank Charge Fees		
License Fees		
Wages and Salaries		
Trash Removal Debt Service		
Depreciation		
Utilities		
Miscellaneous		
Telephone		
Other Expenses		
Total Operating Expenses		
Net Profit/Loss		