

NEW BUSINESS APPLICATION – PART 1

A. ALL ABOUT YOU

Name: _____
Primary phone: _____
Home Address: _____
City, State, Zip: _____
Email: _____

B. YOUR BIG IDEA

Concept: describe the kind of retail business you want to open in the Market.

Category: Food _____

Subcategory: (check all that apply)

Delicatessen _____

International _____

Regional American _____

Bakery—on site _____; prepped off-site, retail on-site _____

Candy _____

Ice cream, frozen _____

Vegan _____

Vegetarian _____

Seafood _____

Fusion _____

Staple/fresh – poultry _____; seafood _____; meat _____; produce

Something we haven't thought of _____

Category: Non-food _____

Service _____

Menu/Product/Service Specifics:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

You will notice that we only leave room for a few specific menu items. We're not expecting you to offer a general/convenience store. The Market and communities need merchants who do a few things very well, who create their own niche and who will satisfy the desire for your particular offering like no one else.

C. HOW YOUR BUSINESS WILL WORK

Summarize your plan to operate the business; for instance:

Just you or you plus others?

Making everything from scratch or transforming raw materials from a supplier?

What happens between "hello" to a customer and when they leave with their order?

How much technology is part of your operation?

Will you offer delivery? Curbside pickup? Online ordering/order ahead? Catering?
What is the one thing you want your business to accomplish?
What is the one thing you want your business to be known for?
Why are you doing this?
Anything else you want to tell us?

If you can talk through this better than write it, send a recording linked to your application.

D. WHAT HAPPENED BEFORE THAT WILL HELP YOU START AND RUN THIS BUSINESS

Experience up to now:

<u>Business/Company</u>	<u>Your role/function</u>	<u>When</u>
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____
4. _____	_____	_____

Note (by line number above) any special things you did with the organization while you were there.

— _____
— _____
— _____
— _____

THANKS FOR SENDING IN THIS COMPLETED PART 1 to leasing@bpmarkets.com. WE WILL CONNECT WITH YOU ABOUT NEXT STEPS WITHIN 5 BUSINESS DAYS.