

2 Feasibility Study: Fast Food Restaurant Business (2025)

1. □ Executive Summary

This project involves launching a fast food restaurant that serves popular items such as burgers, fries, sandwiches, and beverages. The business model is based on fast service, affordable pricing, and high customer turnover. It targets urban dwellers, students, workers, and families, especially in busy districts or near universities.

2. □ Market Analysis

□ Industry Trends:

- Global fast food market projected to exceed **\$1 trillion by 2030**.
- Consumers prioritize **speed, convenience**, and **affordability**.
- Post-pandemic rise in food delivery apps and takeout demand.

□ Target Audience:

- Ages 15–40
- Students, workers, and urban families
- Residents of high-traffic areas and office zones
- Delivery app users and late-night consumers

□ Ideal Location:

- Near universities or colleges
- Commercial streets or malls
- Downtown or business centers
- Areas with high foot traffic

□□ Competitor Analysis:

- Global chains: McDonald's, Burger King, KFC
 - Local fast food vendors
- Opportunity:** Offer unique local flavors, better pricing, or themed branding to stand out

3. ☐ ☐ Operational Plan

☐ Menu Ideas:

- Beef and chicken burgers
- Fries, wedges, onion rings
- Shawarma or subs
- Sides (salads, nuggets, mozzarella sticks)
- Cold drinks and milkshakes
- Value combos and student specials

☐ Business Model:

- Small storefront (40–80 sqm)
- Kitchen + limited seating
- Eat-in + Takeout + Delivery
- Integration with delivery apps (Uber Eats, Talabat, HungerStation...)

☐ Staffing Needs:

Role	Quantity	Notes
Head Chef	1	With fast food experience
Assistant Cook	1–2	During peak hours
Cashier/Waiter	1	Multi-tasking role
Cleaner/Helper	1–2	Part-time or full-time

4. ☐ Financial Plan

☐ Startup Costs (Estimated USD):

Item	Estimated Cost
Rent deposit (3 months)	\$3,000 – \$6,000
Kitchen equipment (fryers, fridge)	\$6,000 – \$10,000
Decor & interior setup	\$5,000 – \$10,000
POS system + delivery app setup	\$1,000 – \$2,000
Initial marketing & signage	\$1,000 – \$2,000
Business licenses & food safety	\$500 – \$1,000
Total	\$16,500 – \$31,000

☐ **Monthly Revenue Projections:**

Metric	Estimate
Daily orders	80 – 120
Average spend per customer	\$5 – \$7
Monthly sales revenue	\$12,000 – \$22,000

☐ **Monthly Operating Costs:**

Expense Category	Monthly Cost Estimate
Staff salaries	\$2,500 – \$3,500
Ingredients & supplies	\$4,000 – \$6,000
Utilities (electricity, water)	\$400 – \$600
Cleaning & maintenance	\$300 – \$500
Marketing & delivery commissions	\$500 – \$800
Total	\$7,700 – \$11,400

☐ **Estimated Net Profit:**

\$4,000 – \$10,000/month, depending on sales volume and cost control

5. ☐ ☐ SWOT Analysis

Strengths	Weaknesses
Strong daily demand	High competition in some areas
Fast return on investment (ROI)	Operational pressure during peak hours
Opportunities	Threats
Growth through online delivery	Fluctuating ingredient prices
Expansion to franchise or food truck	Health regulations and permits

6. ☐☐ Tools & Resources Needed

- Reliable food suppliers (wholesale)
 - Branded uniforms and packaging
 - Social media presence (Instagram, TikTok, Google Maps)
 - Accounting & inventory software
 - Monthly performance tracking dashboard
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7. ☐ Scalability & Growth Potential

- Break-even achievable within 6–10 months
- Expand to new branches or food trucks
- Franchise model within 1–2 years
- Partnerships with food delivery apps and influencers for reach

✂️ □ Feasibility Study: Modern Barbershop Business (2025)

1. □ Executive Summary

This project involves opening a modern, stylish barbershop targeting men and boys in urban areas. It provides high-quality grooming services, a clean environment, and a personalized experience. The barbershop can be positioned as affordable luxury — offering basic cuts, shaves, styling, and premium grooming packages.

2. □ Market Analysis

□ Global Trends (2025):

- Men's grooming market valued at over **\$85 billion globally**
- Increased demand for personal care among young men
- Rise of modern barbershops with unique branding and premium experiences

□ Target Audience:

- Men aged 16 – 60
- Students, professionals, and style-conscious individuals
- Urban dwellers in mid-to-high-income neighborhoods

□ Ideal Location:

- High-traffic residential or commercial zones
- Near gyms, cafés, co-working spaces
- Ground-floor access with visible signage

□□ Competitor Insight:

- Traditional barbers offer basic services
- High-end salons often overpriced

Opportunity: A trendy barbershop with fair pricing, good atmosphere, and loyalty programs

3. ☐ Services Offered

Basic Services	Premium Add-ons
Haircuts (fade, classic)	Beard sculpting & oiling
Shaving & trimming	Hair coloring for men
Kids' haircuts	Facial cleansing treatments
Styling with products	Grooming packages

Optional upsell: Monthly memberships, gift cards, event grooming

4. ☐ Operational Plan

☐☐☐ Staffing (minimum setup):

Role	Quantity	Notes
Senior Barber	1	With 5+ years of experience
Junior Barber	1–2	Assist during peak hours
Receptionist/Cashier	1	Can manage appointments
Cleaner	1 (part-time)	Optional outsourcing

☐☐ Equipment Needed:

- Barber chairs (2–4 units)
 - Mirrors & workstations
 - Clippers, scissors, razors
 - Sterilization units
 - Hair washing station (optional)
 - POS system and booking software
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5. ☐ Financial Plan

☐ Startup Costs (Estimated USD):

Item	Cost Estimate
Shop rent deposit (3–6 months)	\$3,000 – \$6,000
Interior design & furniture	\$4,000 – \$7,000
Equipment & tools	\$3,000 – \$6,000
Branding & signage	\$500 – \$1,200
Booking/CRM software	\$300 – \$600
Marketing launch campaign	\$1,000 – \$2,000
Licenses & certifications	\$500 – \$1,000
Total Estimated	\$12,300 – \$23,800

☐ Monthly Revenue Forecast:

Service Type	Price (Avg.)	Clients/Day	Monthly Revenue
Haircuts	\$10 – \$15	10 – 20	\$3,000 – \$9,000
Beard & Styling	\$10 – \$20	5 – 10	\$1,500 – \$4,000
Premium packages	\$25 – \$40	2 – 5	\$1,500 – \$3,000
Estimated Total			\$6,000 – \$16,000/month

☐ Monthly Expenses:

Item	Monthly Cost Estimate
Salaries	\$2,500 – \$4,000
Rent & utilities	\$1,200 – \$2,000
Products & supplies	\$500 – \$1,000
Cleaning & maintenance	\$200 – \$400
Marketing & Ads	\$300 – \$600
Total	\$4,700 – \$8,000

☐ Net Profit Estimate:

\$2,000 – \$8,000/month, depending on customer volume and service mix.

6. □□ SWOT Analysis

Strengths	Weaknesses
Steady demand for grooming services	Requires skilled, consistent staff
Low operational complexity	Highly service-dependent
Possibility for brand loyalty	Limited scalability without new branches
Opportunities	Threats
Add home-service or mobile options	Local competition from low-cost barbers
Product sales: oils, shampoos, etc.	Economic slowdowns affecting spending

7. □ Scalability Strategy

- Introduce monthly **subscription plans**
 - Launch branded **grooming products**
 - Expand into **multiple branches** or franchise model
 - Build strong **online booking system** with loyalty rewards
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8. □ Tools & Resources

- Instagram and Google Business profiles
 - Quality supplier for grooming tools and products
 - Partner with local influencers for launch campaign
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