SITE SCOUTS

Quick-Service Restaurant Feasibility

7200 W US-290, Austin, TX 78736

US-290 & Circle Dr

Prepared by Site Scouts
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1. Executive Summary

A traditional fast-food quick-service restaurant on this site, doing an estimated 919 transactions/day at a $9.5 average check. Against the nearby restaurant competition and this trade area's traffic and income, it runs $3,184,545/yr.

$3,184,545	$244,148	919	78	$166,021
SALES / YR	YR-1 SALES / MO	TRANSACTIONS / DAY	SITE STRENGTH	YR-1 GP / MO

Benchmark-grade estimate. Sales are anchored to industry average unit volumes by service style, not validated on real restaurant actuals. Gross profit is the food/paper-cost margin — NOT net of labor, occupancy, or royalties; build those into your operating pro-forma.

2. Basis of Analysis

The projection reflects the service style (traditional fast-food vs fast-casual), the drive-thru, passing traffic + rooftop base, local income, the competitive set, and execution.

Proposed restaurant — requester-specified

Service style	Traditional Fast-Food
Chain / operator	Independent
Selling / dining area (sq ft)	2800
Seats	64
Parking spaces	32
Drive-thru	Yes
Dual drive-thru lanes	Yes
Digital ordering / kiosks	Yes
Serves breakfast	Yes
Third-party delivery	Yes
Stand-alone pad	Yes

Site Strength Score — 78 / 100



A 0–100 index of throughput potential (drive-thru, digital ordering, brand, seating, visibility). A higher score supports higher volume.

Operator margin — requester-selected

Food/paper-cost gross margin	68% of sales

3. Market & Site

Trade Area — 1.0 mi

Population	20,500
Households	8,200
Median HH Income	$82,000
Pop Density / sq mi	2,450

Competition

Quick-service restaurants < 1.5 mi	4
Nearest	0.6 mi
Est. capture share	26%

Capture is this site's modeled share of trade-area demand vs the competitors above.

4. Revenue & Profit Projections (3-Year, Monthly Average)

Low (conservative) scenario

Metric	Year 1	Year 2	Year 3
Sales ($/mo)	$207,526	$225,572	$228,956
Gross profit ($/mo, food cost)	**$141,118**	**$153,389**	**$155,690**

Mid (expected) scenario

Metric	Year 1	Year 2	Year 3
Sales ($/mo)	$244,148	$265,379	$269,359
Gross profit ($/mo, food cost)	**$166,021**	**$180,458**	**$183,164**

High (upside) scenario

Metric	Year 1	Year 2	Year 3
Sales ($/mo)	$280,771	$305,186	$309,763
Gross profit ($/mo, food cost)	**$190,924**	**$207,526**	**$210,639**

SALES RAMP — MONTHLY AVERAGE (MID)



Low and High bracket the Mid for volume + ramp uncertainty. Gross profit is food/paper cost only — labor and occupancy still come out of it.

Drive-thru modeled. ~65% of sales through the drive-thru — the dominant channel for a traditional fast-food QSR.

5. Unit Economics

919	$9.5	65%	26%
TRANSACTIONS / DAY	AVG CHECK	DRIVE-THRU %	CAPTURE SHARE

Transactions/day × average check sets sales; the drive-thru is the throughput multiplier.

6. Competition Detail (4)

Name	Brand	Dist (mi)	Type	Impact
Whataburger	Whataburger	0.60	quick-service	90
Chick-fil-A	Chick-fil-A	0.95	quick-service	96
Taco Bell	Taco Bell	1.20	quick-service	86
Local Burger Joint	—	1.45	quick-service	66

Nearby quick-service restaurants profiled by brand tier and measured distance.

7. Certification, Assumptions & Limiting Conditions

Certification of independence

Site Scouts certifies that, to the best of its knowledge:

1. Site Scouts has no present or prospective financial interest in the subject property or the proposed transaction.
2. The fee for this study is fixed and was not contingent on the findings, the projections, or any financing decision.
3. No party to the transaction reviewed, directed, or altered the findings before issuance. The requester supplied only the facility specifications and operating margins, identified as such in this report; any re-issue on revised inputs carries a new verification code.
4. This study was prepared from the data sources and methodology described in this report, as of October 9, 2026.

Certified by Site Scouts October 9, 2026

Sources & method. Produced by Site Scouts from public and third-party data (U.S. Census ACS, BLS Consumer Expenditure spend, Google Places) and from requester-furnished store specifications + operating margin, analyzed with our proprietary site-selection and sales-forecasting model. As of October 9, 2026.

Benchmark-grade — not a validated projection. Sales are anchored to industry average unit volumes by service style, not a validated comp set. **The gross profit shown is the food/paper-cost margin only — it is NOT net of labor, occupancy, or franchise royalties**, which are the largest QSR costs; use a full operating pro-forma before relying on any profit figure.

No warranty; limitation of liability. Data is from sources deemed reliable but provided “as is,” without warranty of any kind. The recipient is solely responsible for independently verifying every figure and assumption — and consulting qualified legal, financial, and real-estate professionals — before any decision.

Presented by Site Scouts

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This feasibility analysis was prepared for the exclusive use of the requesting party and is a modeled estimate — not a guarantee of actual business performance. It is provided without representation or warranty of any kind.

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