SITE SCOUTS

Restaurant Feasibility

7200 W US-290, Austin, TX 78736

US-290 & Circle Dr

Prepared by Site Scouts
October 9, 2026 · Report SAMPLERE

Contents

1. Executive Summary . . . 3
2. Basis of Analysis . . . 3
3. Market & Site . . . 4
4. Sales & Profit Projections . . . 4
5. Unit Economics . . . 5
6. Competition Detail . . . 5
7. Certification, Assumptions & Limiting Conditions . . . 6

1. Executive Summary

A casual dining full-service restaurant on this site, doing an estimated 269 covers/day at a $24.0 average check. Driven by this trade area's dining-out demand, income, and the competitive set, it runs $2,356,609/yr.

$2,356,609	$180,673	269	85	$121,051
SALES / YR	YR-1 SALES / MO	COVERS / DAY	SITE STRENGTH	YR-1 GP / MO

Benchmark-grade estimate. Sales are anchored to industry averages by segment, not validated on real restaurant actuals. Gross profit is the food/beverage-cost margin — NOT net of labor, occupancy, or other costs, which leave full-service restaurants thin net margins; verify against a full operating pro-forma.

2. Basis of Analysis

The projection reflects the segment (family / casual / bar & grill / fine dining), trade-area dining-out demand and income, the rooftop base, the competitive set, and execution.

Proposed restaurant — requester-specified

Segment	Casual Dining
Chain / operator	Independent
Dining area (sq ft)	5600
Seats	170
Parking spaces	95
Alcohol	Full Bar
Meal periods	Lunch Dinner
Patio	Yes
Reservations	Yes
Takeout / delivery	Yes
Stand-alone pad	Yes

Site Strength Score — 85 / 100



A 0–100 index of destination-draw potential (full bar, seats, brand, patio, off-premise). A higher score supports higher covers and check.

Operator margin — requester-selected

Food/beverage-cost gross margin	67% 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

Restaurants < 1.5 mi	3
Nearest	0.8 mi
Est. capture share	32%

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)	$153,572	$166,926	$169,430
Gross profit ($/mo, food/bev cost)	**$102,893**	**$111,841**	**$113,518**

Mid (expected) scenario

Metric	Year 1	Year 2	Year 3
Sales ($/mo)	$180,673	$196,384	$199,330
Gross profit ($/mo, food/bev cost)	**$121,051**	**$131,577**	**$133,551**

High (upside) scenario

Metric	Year 1	Year 2	Year 3
Sales ($/mo)	$207,774	$225,842	$229,229
Gross profit ($/mo, food/bev cost)	**$139,209**	**$151,314**	**$153,584**

SALES RAMP — MONTHLY AVERAGE (MID)



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

Seat productivity. ~269 covers/day across 170 seats ≈ 1.6 turns/day — a check on whether the seat count fits the volume.

5. Unit Economics

269	$24.0	1.6	32%
COVERS / DAY	AVG CHECK	TURNS / DAY	CAPTURE SHARE

Covers/day × average check sets sales; turns/day (covers ÷ seats) checks the seat plan.

6. Competition Detail (3)

Name	Brand	Dist (mi)	Type	Impact
Chili's Grill & Bar	Chili's	0.80	restaurant	82
Olive Garden	Olive Garden	1.30	restaurant	88
The Local Table	—	1.05	restaurant	64

Nearby 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 averages by segment, not a validated comp set. **The gross profit shown is the food/beverage-cost margin only — it is NOT net of labor, occupancy, or other operating costs**, which leave full-service restaurants thin net margins; 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

hello@sitescouts.app · sitescouts.app

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.

Report reference SAMPLERE · October 9, 2026