

Return on Investment Optimization Report



Industry: Full-Service Restaurants
Data Zone: Fairfax County, VA (balance)
Date: February 5, 2013

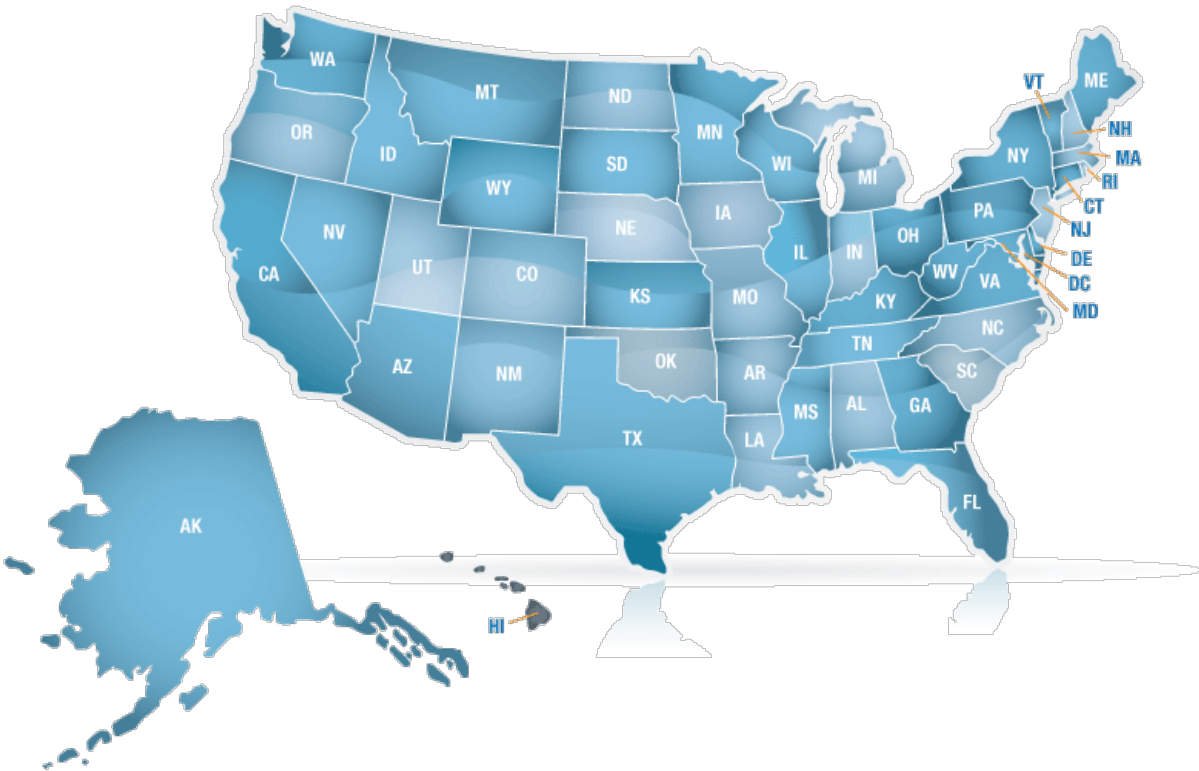


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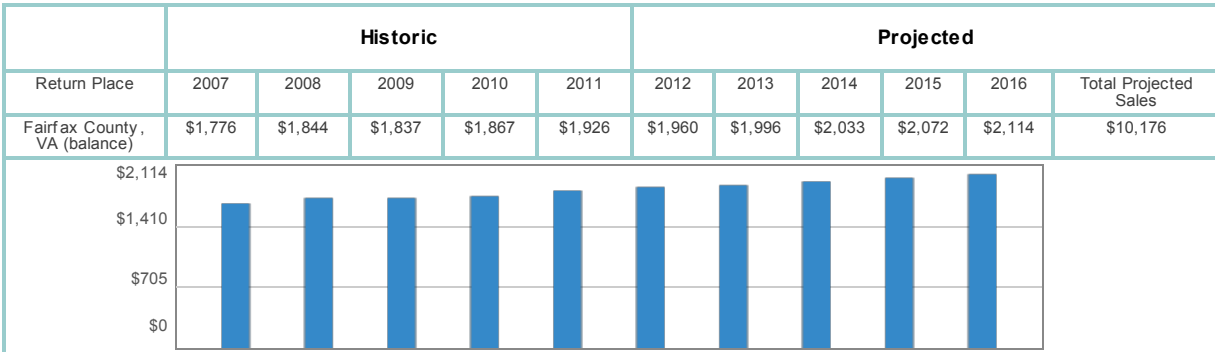
Returns

The engine has found the following Sales, Expenses and calculated Returns for the Industry and Data Zone under analysis.

Annual Sales

The engine reports the following average annual Sales for your Data Zone and Industry .

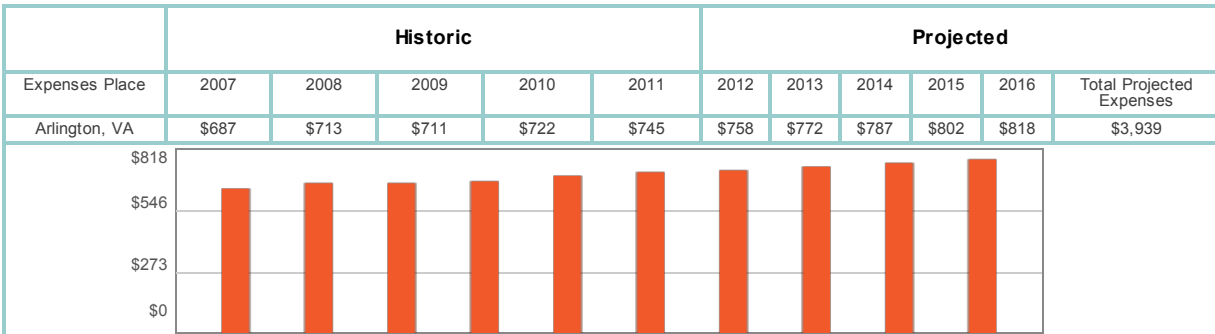
All values are shown in thousands (e.g. \$1000 means one million dollars).



Annual Expenses

The engine reports the following average annual Expenses for your Data Zone and Industry .

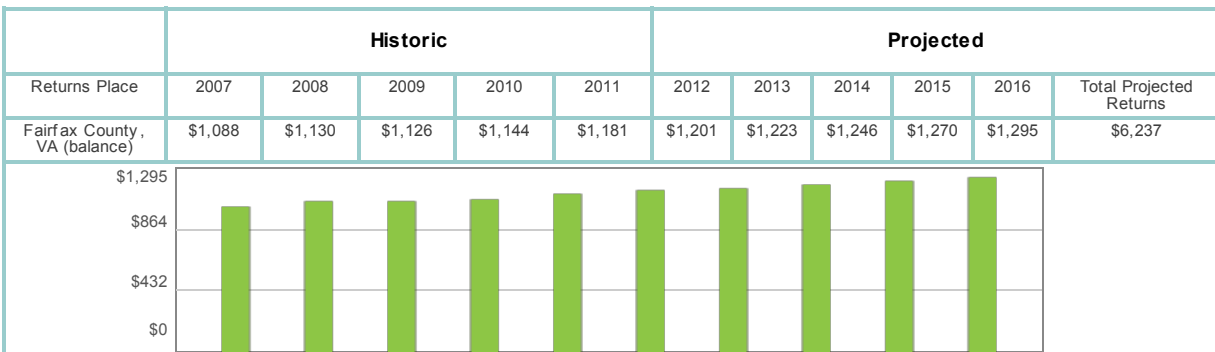
All values are shown in thousands (e.g. \$1000 means one million dollars).



Annual Returns

The engine reports the following average annual Returns for your Data Zone and Industry .

All values are shown in thousands (e.g. \$1000 means one million dollars).



Investment

The engine reports the following figures regarding required investment on the selected location and business type.

| | | | | |
|--|----------|-----------------|----------|-----------------|
| Total Investment = Acquisition Cost + Initial Working Capital | | | | |
| \$817.50 | = | \$654.00 | + | \$163.50 |

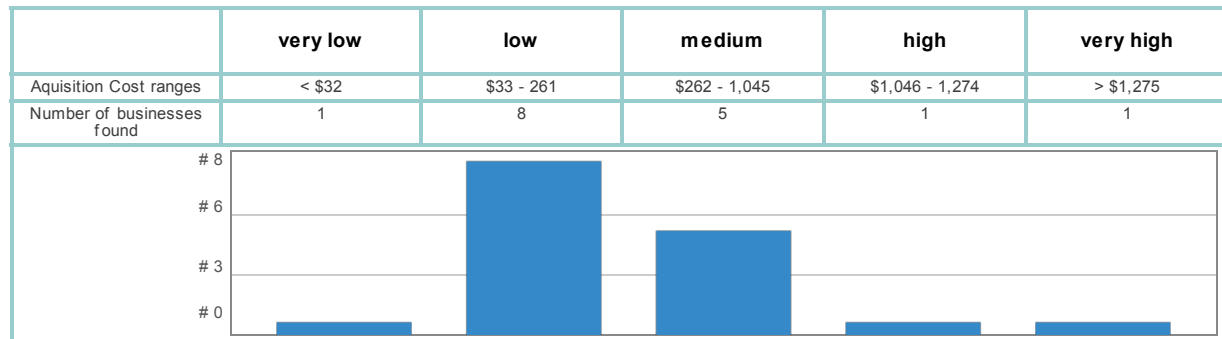
All values are shown in thousands (e.g. \$1000 means one million dollars).

Acquisition Cost

The engine has calculated the Acquisition Cost for the business and requested location, it has also found variations in the market price and created the following table.

50 Miles: Range used for search.

All values are shown in thousands (e.g. \$1000 means one million dollars).



Initial Working Capital

The engine calculated the following Initial Working Capital alternatives based on the average acquisition cost for this business in this location.

All values are shown in thousands (e.g. \$1000 means one million dollars).



ROI

Based on the Total Returns and Total Investment estimated for this location and business the engine calculated the following Return on Investment.

| | | | | |
|---|----------|-------------------|----------|-----------------|
| ROI = (Total Returns / Total Investment) - 1 | | | | |
| 663% | (| \$6,237.57 | / | \$817.50 |
| |) | | - | 1 |

All values are shown in thousands (e.g. \$1000 means one million dollars).

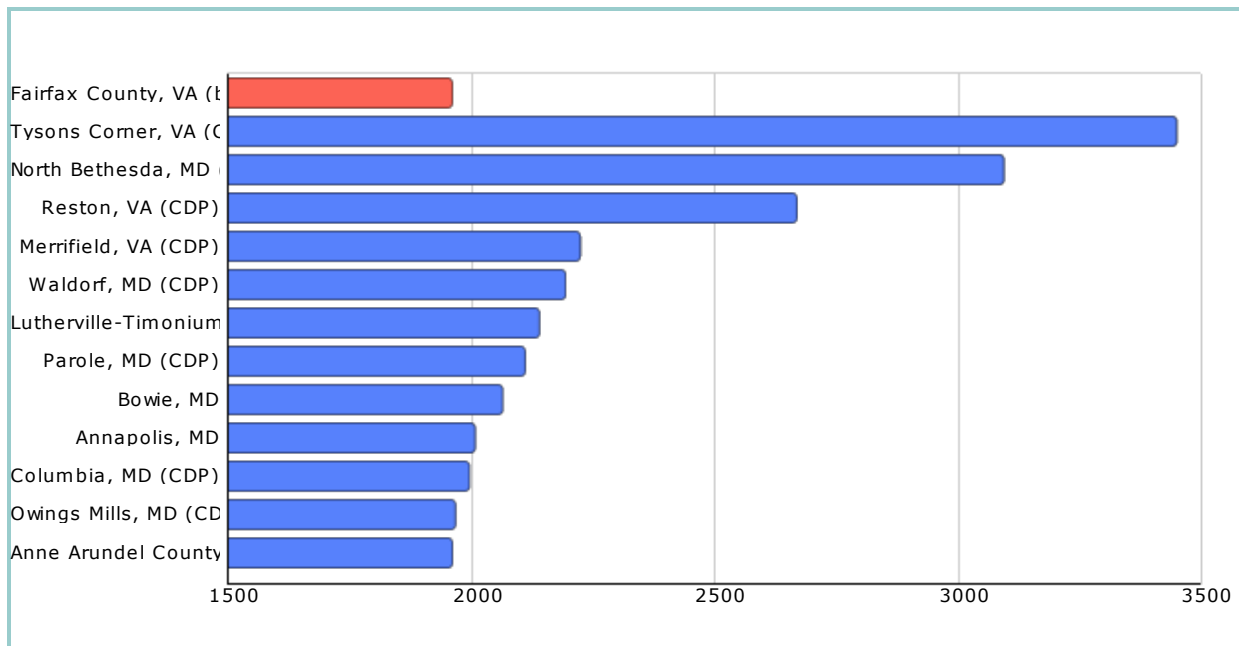
Max ROI

The engine run four optimization algorithms and found a list of options to improve the main parts of your investmnet. Click on each section to learn about locations that could give you better opportunities.

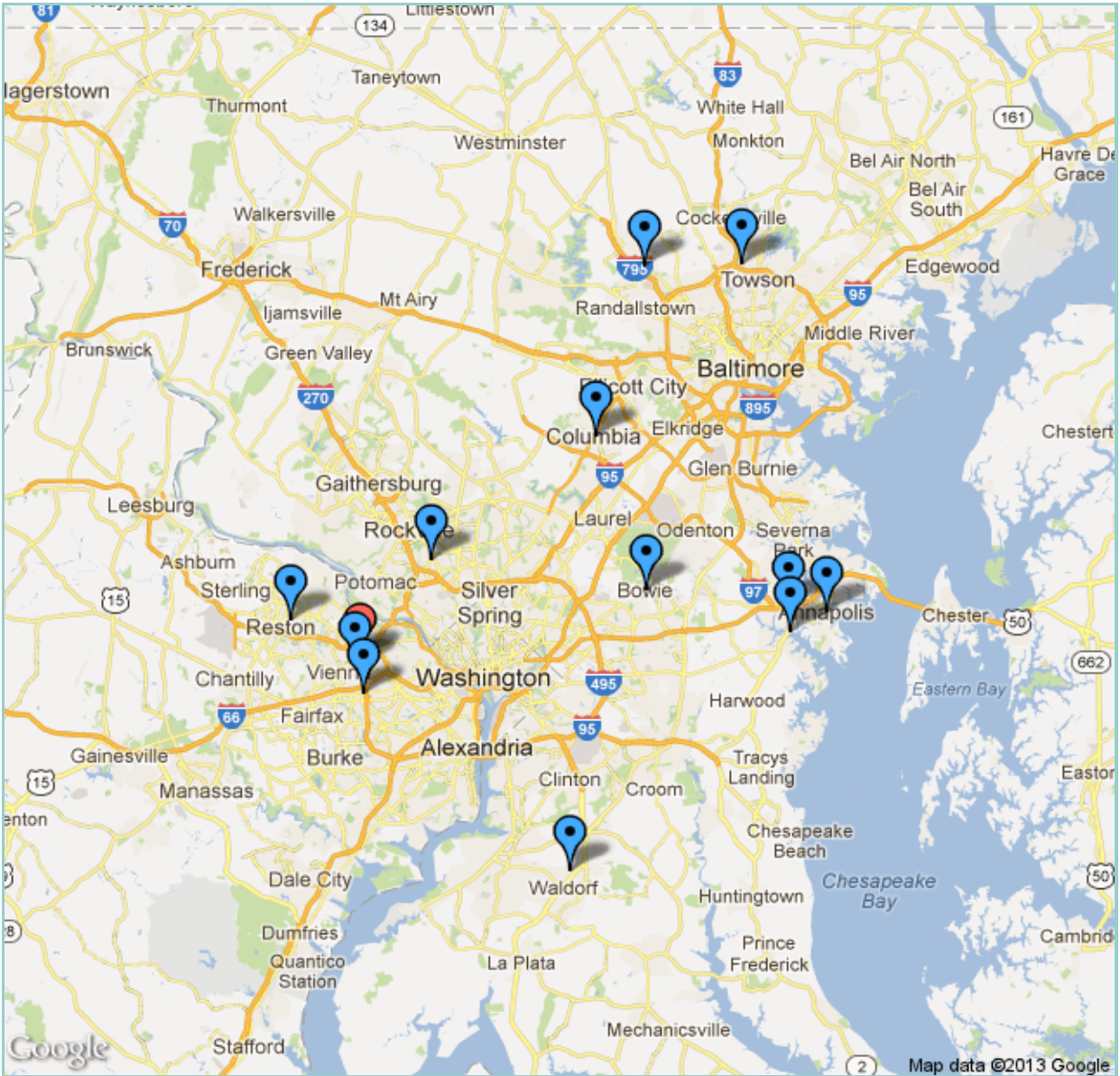
Locations that Maximize Sales

The engine found these locations with higher average Sales than your selection.

| Location | Avg Sales (\$000) | Miles |
|-----------------------------------|-------------------|-------|
| Fairfax County, VA (balance) | 1,960.56 | 0 |
| Tysons Corner, VA (CDP) | 3,448.86 | 0.9 |
| North Bethesda, MD (CDP) | 3,093.92 | 11.4 |
| Reston, VA (CDP) | 2,668.32 | 6.8 |
| Merrifield, VA (CDP) | 2,223.35 | 2.5 |
| Waldorf, MD (CDP) | 2,193.29 | 25.9 |
| Lutherville-Timonium, MD (CDP) | 2,139.79 | 48.4 |
| Parole, MD (CDP) | 2,110.29 | 37.4 |
| Bowie, MD | 2,064.11 | 25.8 |
| Annapolis, MD | 2,007.45 | 40.6 |
| Columbia, MD (CDP) | 1,995.76 | 28.9 |
| Owings Mills, MD (CDP) | 1,967.18 | 43.1 |
| Anne Arundel County, MD (balance) | 1,960.76 | 37.4 |



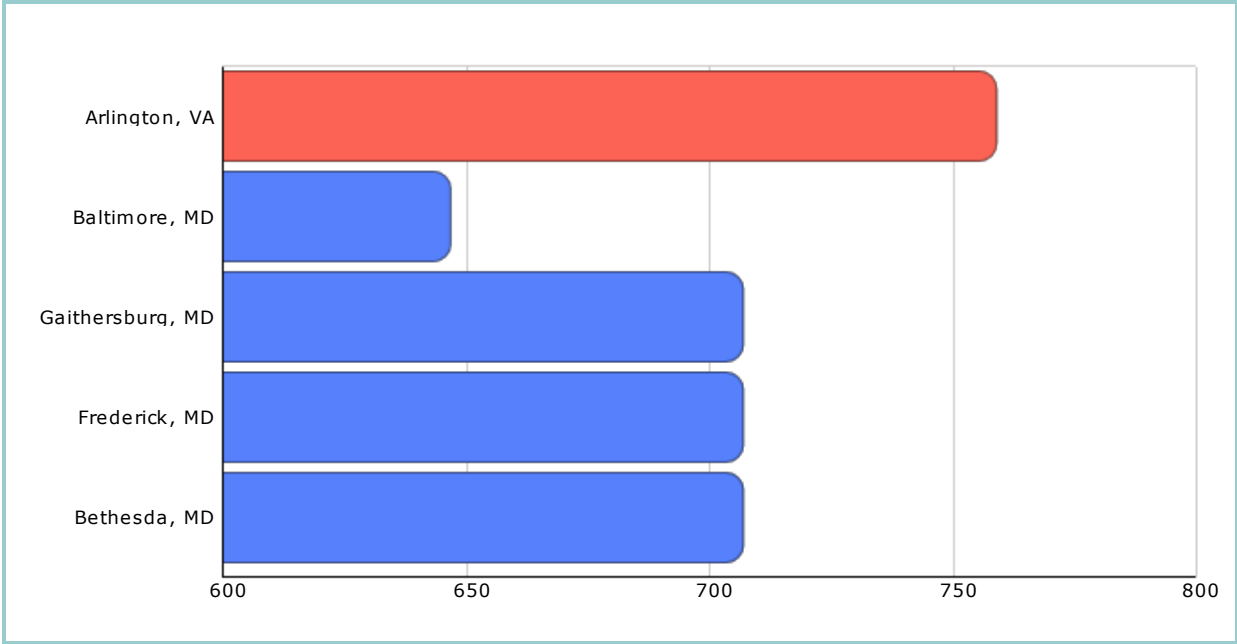
Locations that Maximize Sales



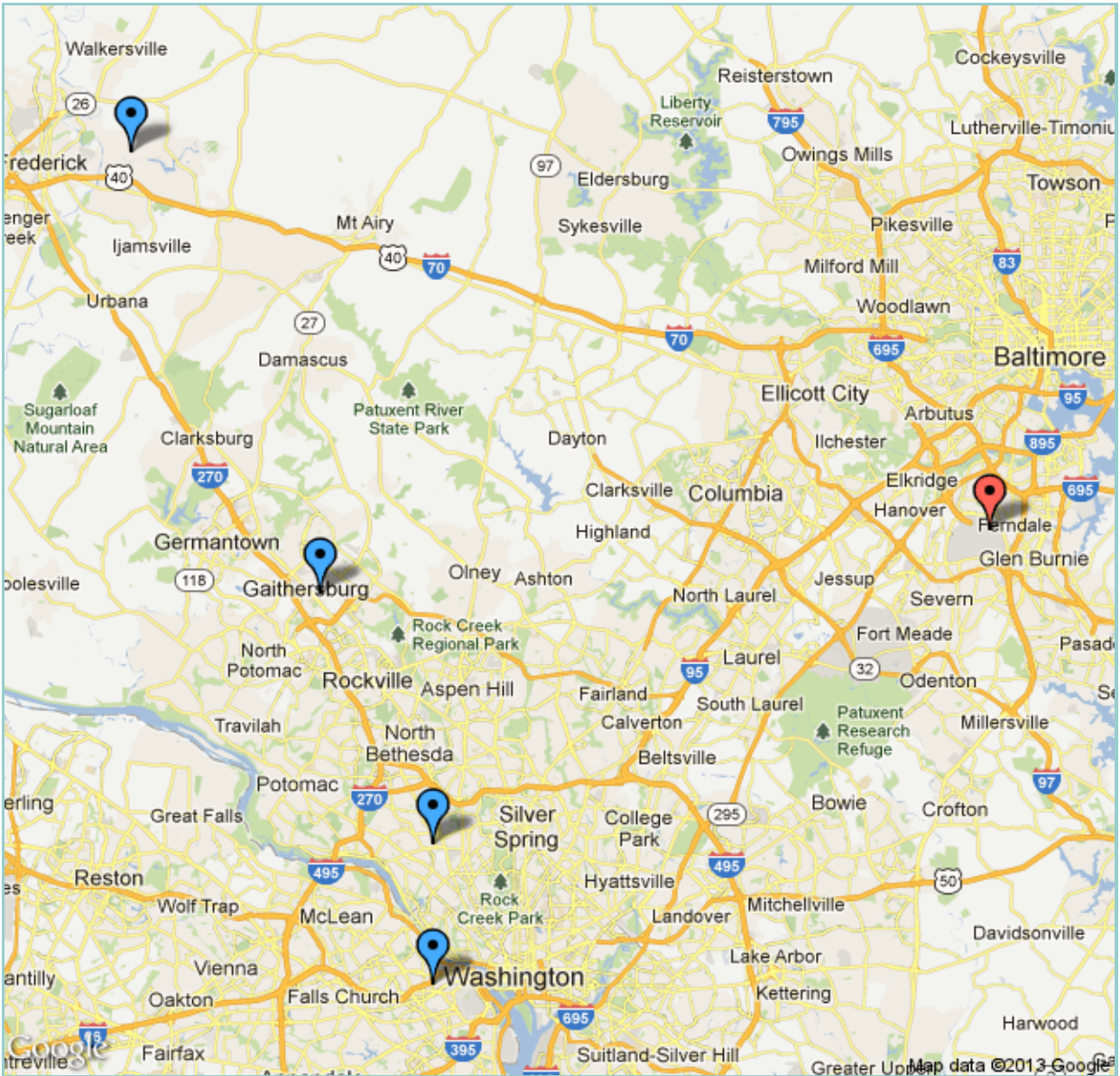
Locations that Minimize Expenses

The engine found these locations with lower Expenses than your selection.

| Location | Avg Expenses (\$000) | Miles |
|------------------|----------------------|-------|
| Arlington, VA | 758.88 | 0 |
| Baltimore, MD | 646.75 | 31 |
| Gaithersburg, MD | 706.88 | 17.9 |
| Frederick, MD | 706.88 | 38.8 |
| Bethesda, MD | 706.88 | 6.2 |



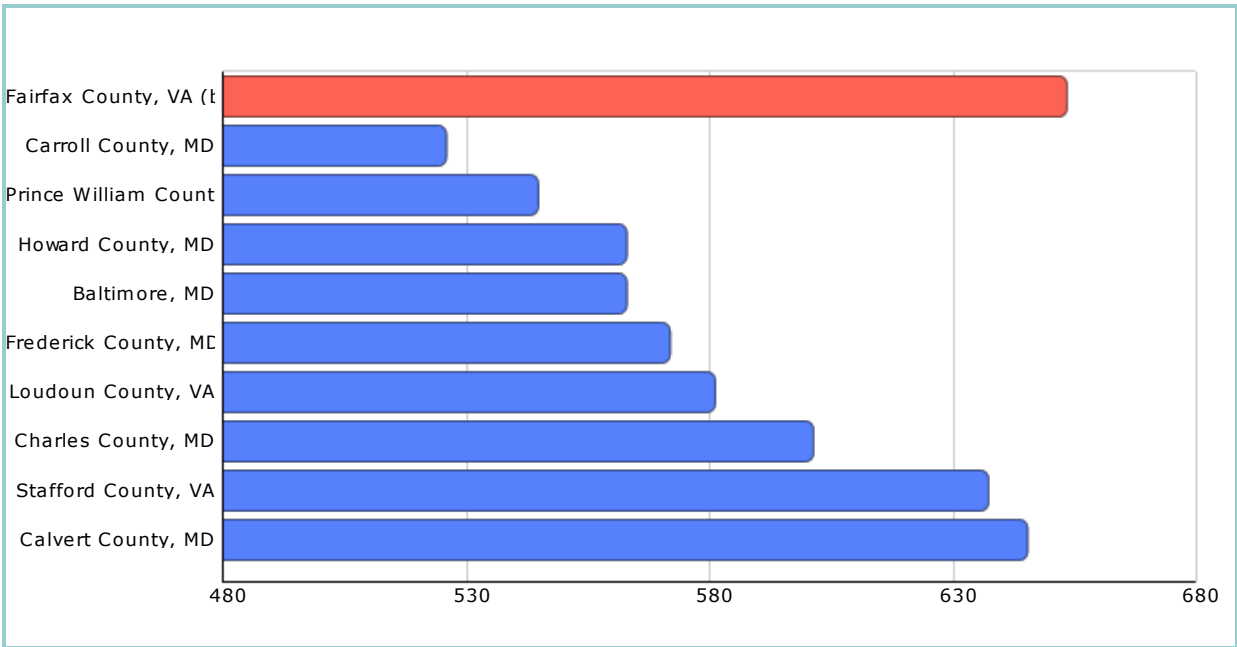
Locations that Minimize Expenses



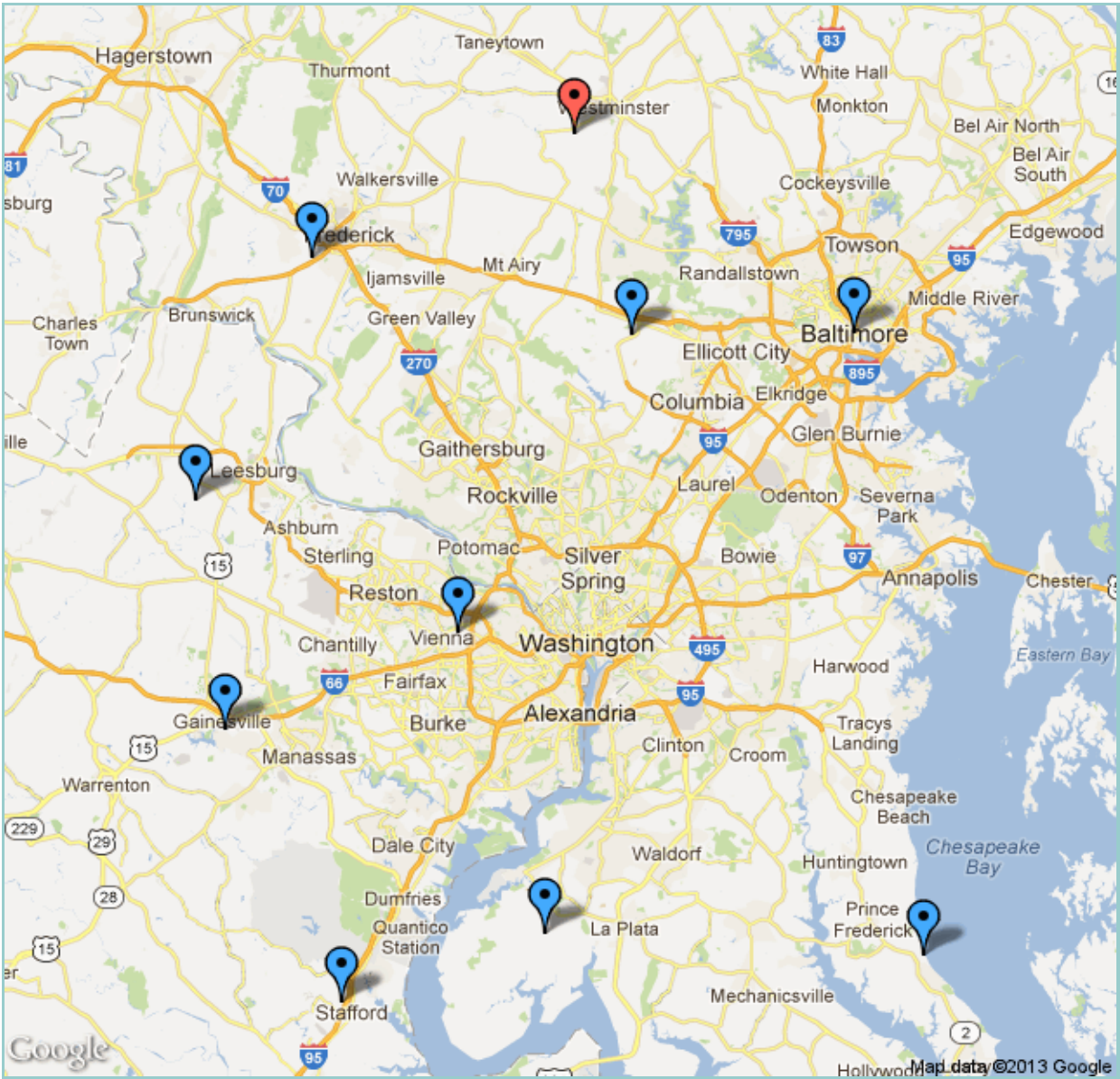
Locations that Minimize Aquisition Cost

The engine found these locations with lower Acquisition Cost than the one you selected.

| Location | Avg Acq Cost (\$000) | Miles |
|------------------------------|----------------------|-------|
| Fairfax County, VA (balance) | 653.35 | 0 |
| Carroll County, MD | 525.86 | 44.8 |
| Prince William County, VA | 544.75 | 21.6 |
| Howard County, MD | 562.94 | 30.1 |
| Baltimore, MD | 562.94 | 42.8 |
| Frederick County, MD | 571.83 | 35.1 |
| Loudoun County, VA | 581.09 | 25.1 |
| Charles County, MD | 601.29 | 27.7 |
| Stafford County, VA | 637.25 | 34.2 |
| Calvert County, MD | 645.27 | 49 |



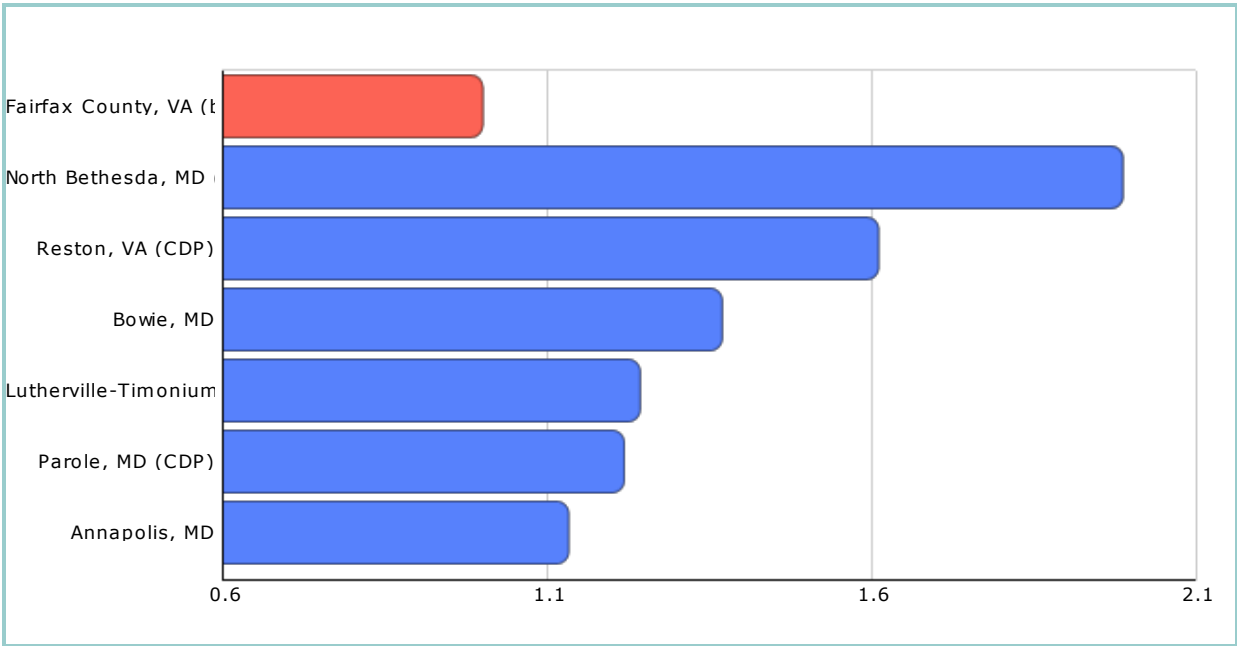
Locations that Minimize Aquisition Cost



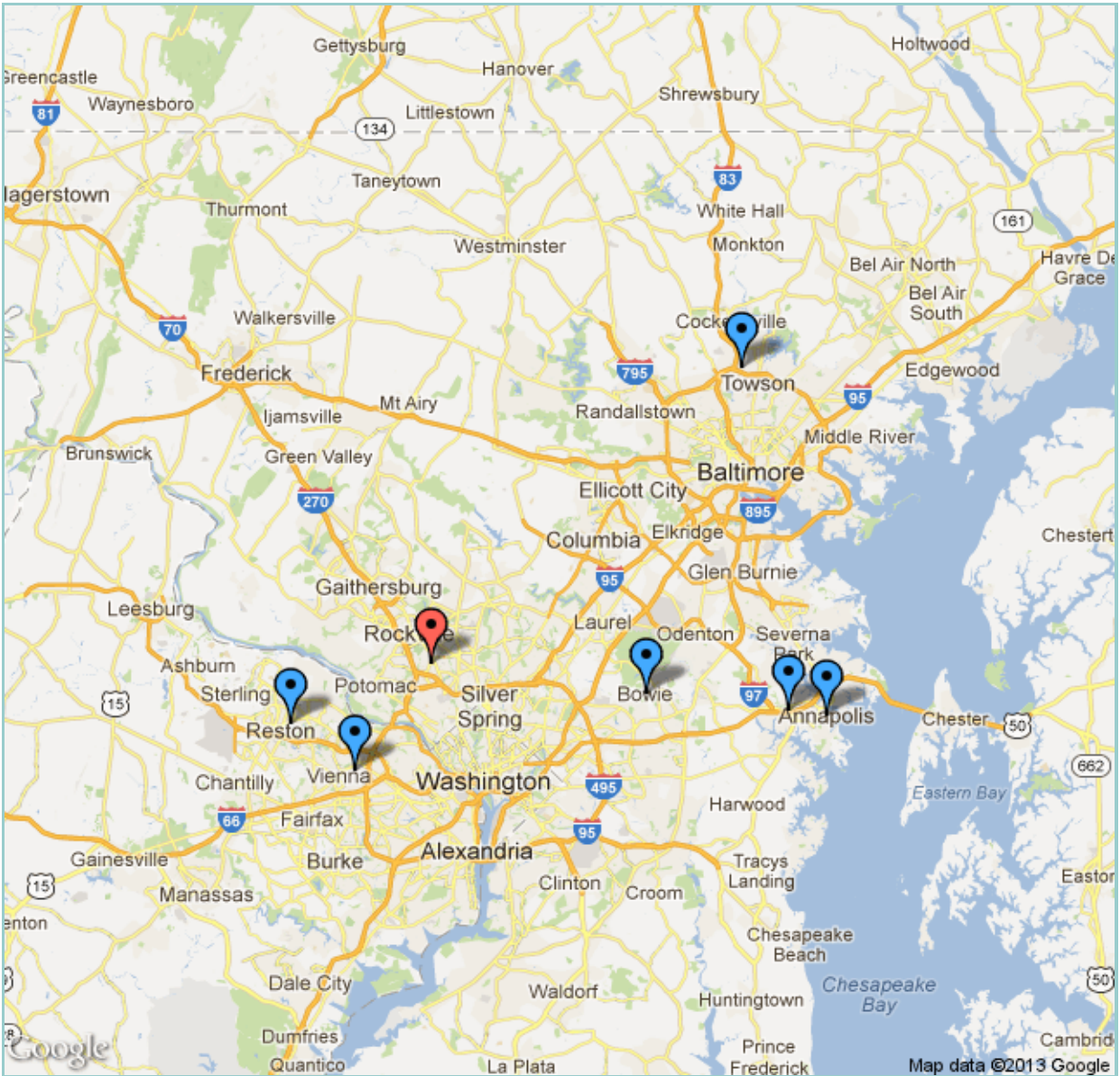
Locations that Maximize ROI

The engine found these locations with a combination of higher Sales, lower Expenses, lower Acquisition Costs and therefore maximized ROI.

| Location | ROI multiple | Miles |
|--------------------------------|--------------|-------|
| Fairfax County, VA (balance) | 1 | 0 |
| North Bethesda, MD (CDP) | 1.99 | 11.4 |
| Reston, VA (CDP) | 1.61 | 6.8 |
| Bowie, MD | 1.37 | 25.8 |
| Lutherville-Timonium, MD (CDP) | 1.24 | 48.4 |
| Parole, MD (CDP) | 1.22 | 37.4 |
| Annapolis, MD | 1.13 | 40.6 |



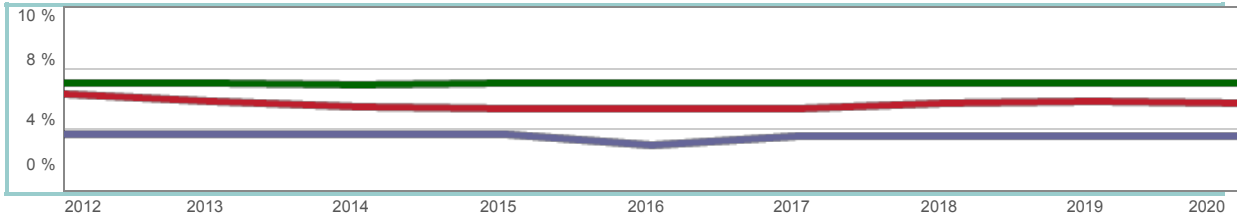
Locations that Maximize ROI



Future GDP

The engine found the following growth projections for the entire economy of your location. The engine also found projections for a number of industry sub-levels to have more precision on future of your business.

| Economic Sector Name | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 |
|-----------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| All Industry Sectors | 5.3 % | 4.9 % | 4.6 % | 4.5 % | 4.5 % | 4.5 % | 4.8 % | 4.9 % | 4.8 % |
| Accommodation and Food Services | 3.1 % | 3.1 % | 3.1 % | 3.1 % | 2.5 % | 3 % | 3 % | 3 % | 3 % |
| Food Services and Drinking Places | 5.9 % | 5.9 % | 5.8 % | 5.9 % | 5.9 % | 5.9 % | 5.9 % | 5.9 % | 5.9 % |



Maximized Future GDP

The engine found the following locations that maximize Future GDP.

All Industry Sectors

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report. The engine found the following locations that maximize your Future GDP.

| Area Name | Avg 2011-2012 Growth | Distance |
|--|----------------------|----------|
| Washington-Arlington-Alexandria, DC-VA-MD-WV | 4.8 % | 0.0 |
| Jacksonville, NC | 10 % | 288.1 |
| Hinesville-Fort Stewart, GA | 8.2 % | 552.7 |
| Morgantown, WV | 7.5 % | 165.0 |
| Fayetteville, NC | 6.9 % | 284.8 |
| Durham-Chapel Hill, NC | 6.9 % | 226.8 |

Accommodation and Food Services

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report. The engine found the following locations that maximize your Future GDP.

| Area Name | Avg 2011-2012 Growth | Distance |
|--|----------------------|----------|
| Washington-Arlington-Alexandria, DC-VA-MD-WV | 3 % | 0.0 |
| Steubenville-Weirton, OH-WV | 13.9 % | 218.8 |
| Wheeling, WV-OH | 7.3 % | 212.5 |
| Morgantown, WV | 6.3 % | 165.0 |
| Greenville, NC | 5.8 % | 228.9 |
| Ithaca, NY | 5.2 % | 245.7 |

Food Services and Drinking Places

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report. The engine found the following locations that maximize your Future GDP.

| Area Name | Avg 2011-2012 Growth | Distance |
|--|----------------------|----------|
| Washington-Arlington-Alexandria, DC-VA-MD-WV | 5.9 % | 0.0 |
| Gainesville, FL | 8 % | 704.8 |
| Spartanburg, SC | 7.2 % | 385.3 |
| Blacksburg-Christiansburg-Radford, VA | 7.2 % | 218.8 |

| | | |
|------------------------|-------|-------|
| Rochester, NY | 7.1 % | 296.0 |
| Norwich-New London, CT | 6.9 % | 318.0 |

More Stats

The engine provides the following additional key indicators as alternative optimization factors.

| Stats | Value |
|--|---------|
| Aproximate Number of Competitors | 84 |
| Estimated Total Market Size (in \$000) | 149,200 |
| Estimated Total Salary Mass (Salaries Paid) (in \$000) | 48,777 |
| Estimated Total Employed | 2,836 |
| Avg Number of Employees | 33.76 |
| Avg Year Salary Paid (in \$000) | 17.2 |
| Ratio Sales-to-Salary (\$ in Sales per \$1 of Salary) | 3.06 |
| Ratio Salary-to-Sales (\$ in Salary per \$1 of Sales) | 0.33 |

Locations with minimized Number of Competitors

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Aproximate Number of Competitors | Distance |
|--------------------------------------|----------------------------------|----------|
| Fairfax County , VA (balance) | 84 | 0 |
| Fredericksburg, VA | 83 | 43.42 |
| Prince William County , VA (balance) | 79 | 21.6 |
| Rockville, MD | 79 | 12.99 |
| Gaithersburg, MD | 74 | 16.34 |

Locations with minimized Market Size

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Estimated Total Market Size (in \$000) | Distance |
|-------------------------------|--|----------|
| Fairfax County , VA (balance) | 149,200 | 0 |
| Washington | 4,204,097 | 11.04 |
| Fairfax County , VA | 932,242 | 0 |
| Montgomery County , MD | 696,914 | 16.98 |
| Baltimore County , MD | 497,611 | 47.04 |
| Anne Arundel County , MD | 495,523 | 37.39 |

Locations with maximized Salary Mass

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Estimated Total Salaries Paid (in \$000) | Distance |
|---------------------------------------|--|----------|
| Fairfax County , VA (balance) | 48,777 | 0 |
| Arlington census designated place, VA | 96,765 | 7.47 |
| Arlington County , VA | 96,765 | 8.27 |
| Howard County , MD | 80,954 | 30.05 |
| Prince William County , VA | 69,760 | 21.6 |
| Loudoun County , VA | 65,381 | 25.09 |

Locations with maximized Pool of Employees

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Estimated Total Employed | Distance |
|---------------------------------------|--------------------------|----------|
| Fairfax County, VA (balance) | 2,836 | 0 |
| Washington | 92,516 | 11.04 |
| Maryland | 82,963 | 33.63 |
| Anne Arundel County, MD | 9,881 | 37.39 |
| Baltimore city, MD | 7,260 | 42.83 |
| Baltimore city, MD (Independent City) | 7,260 | 42.83 |

Locations with minimized Avg Number of Employees

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Avg Number of Employees | Distance |
|---|-------------------------|----------|
| Fairfax County, VA (balance) | 33.76 | 0 |
| Glen Burnie census designated place, MD | 33.26 | 37.48 |
| Balance of Anne Arundel County, MD | 32.9 | 37.39 |
| Anne Arundel County, MD | 31.37 | 37.39 |
| Carroll County, MD | 31.29 | 44.82 |
| Annandale census designated place, VA | 8.56 | 5.89 |

Locations with minimized Avg Salary Paid (\$000)

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Avg Year Salary Paid (in \$000) | Distance |
|---|---------------------------------|----------|
| Fairfax County, VA (balance) | 17.2 | 0 |
| Silver Spring census designated place, MD | 17.01 | 12.87 |
| Springfield census designated place, VA | 17.01 | 8.71 |
| Baltimore city, MD | 16.99 | 42.83 |
| Baltimore city, MD (Independent City) | 16.99 | 42.83 |
| Fairfax County, VA | 16.8 | 0 |

Locations with maximized Sales-to-Salary Ratio

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Ratio Sales to Salary (\$ in Sales per \$1 of Salary) | Distance |
|---|---|----------|
| Fairfax County, VA (balance) | 3.06 | 0 |
| Annandale census designated place, VA | 4.83 | 5.89 |
| Merrifield census designated place, VA | 3.92 | 2.47 |
| Fairfax city, VA | 3.51 | 5.58 |
| Fairfax city, VA (Independent City) | 3.51 | 5.58 |
| Centreville census designated place, VA | 3.4 | 11.19 |

Locations with minimized Salary-to-Sales Ratio

Note: Due to length of table, only first 5 locations are included. For complete list, please visit ROIchecker.com and run the live report.

| Location | Ratio Salary To Sales (\$ in Salary per \$1 of Sales) | Distance |
|----------------------------------|---|----------|
| Fairfax County , VA (balance) | 0.33 | 0 |
| Balance of Baltimore County , MD | 0.33 | 47.04 |
| Howard County , MD | 0.33 | 30.05 |
| Leesburg town, VA | 0.33 | 22.51 |
| Carroll County , MD | 0.32 | 44.82 |
| Loudoun County , VA | 0.32 | 25.09 |

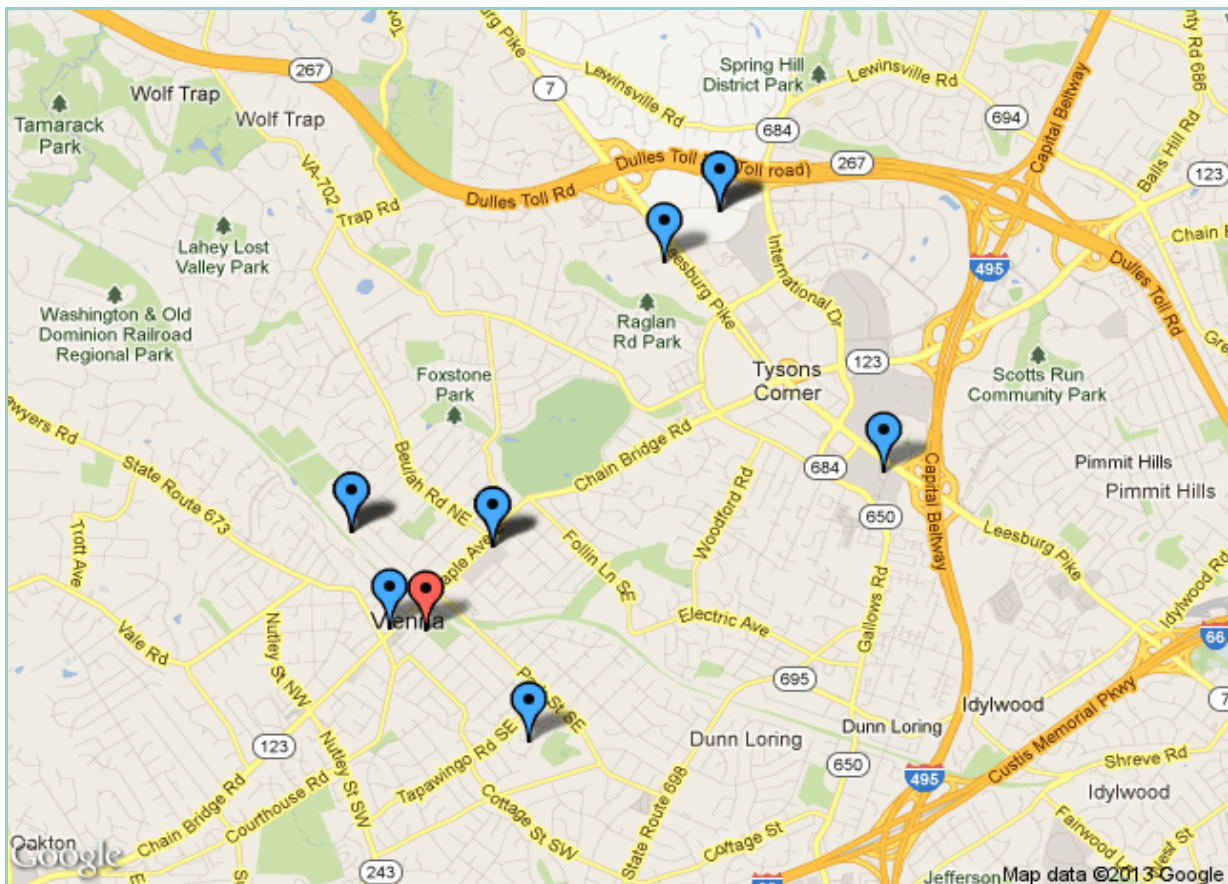
Competitors

The engine has scanned through public available records found the following potential competitors for the type of business and location.

The algorithm used to scan these records has a broad scope, as result, some records could be repeated.

| Name | Contact Name | Title | Gender | Employees | Phone | Sales |
|--------------------------|------------------|-----------|--------|-----------|----------------|---------|
| Atrium Cafe Inc | Brasidas Kanakos | President | N/A | N/A | (703) 827-4110 | N/A |
| Aunt Iffy S Foods | Obbi Ogbuabgu | Director | N/A | N/A | (703) 281-2414 | N/A |
| Barbecue Country | N/A | N/A | N/A | 4 | (703) 319-8746 | 160,000 |
| Barnaby's Carry out | Leo Mathios | Manager | Male | 5 | (703) 319-8500 | 200,000 |
| Baskin-Robbins | Jeff Stahle | Manager | Male | 15 | (703) 281-0031 | 600,000 |
| Bertuccis Restaurant Inc | N/A | N/A | N/A | N/A | (703) 893-5200 | N/A |
| Besta Pizza | Adam Salama | President | Male | 10 | (703) 749-1600 | 400,000 |
| Besta Pizza Inc | Adam Salama | President | Male | N/A | (703) 749-1600 | N/A |
| Beter Events Catering | N/A | N/A | N/A | 10 | (703) 204-1800 | 400,000 |
| Better Events Catering | N/A | N/A | N/A | N/A | (703) 255-7001 | N/A |

Note: Due to length of table, only first ten competitors are included. For complete list, please visit ROIchecker.com and run the live report.



Similar Industries and Data Zones

Industries

The engine found data for the following Industries that match your requested business.

| Industries found | Approx. % Match |
|-----------------------------|-----------------|
| Full-Service Restaurants | 100 |
| Limited-Service Restaurants | 75 |

Data Zones

The engine found the following Data Zones with data close to the location you requested.

| Data Zones found | Distance (in miles) from location requested | Type |
|-------------------------------|---|--------|
| Fairfax County, VA (balance) | 1.4 | Place |
| Tysons Corner, VA (CDP) | 2.2 | Place |
| Merrifield, VA (CDP) | 2.7 | Place |
| Fairfax, VA | 4.4 | Place |
| McLean, VA (CDP) | 5.2 | Place |
| Annandale, VA (CDP) | 6.0 | Place |
| Reston, VA (CDP) | 6.3 | Place |
| Bailey's Crossroads, VA (CDP) | 8.1 | Place |
| Herndon, VA | 8.1 | Place |
| Arlington, VA (CDP) | 8.6 | Place |
| Fairfax County, VA | 1.4 | County |
| Fairfax, VA | 4.4 | County |
| Arlington County, VA | 9.4 | County |

