



D-SRC Retail Development Manual



Use the prompts to develop your retail development plan in the D-SRC Fillable Template.

I. Location

Where is the commercial space located? Provide the address. Describe the area - nearby businesses, housing, parking, transit options, etc. How much foot and vehicular traffic? Provide a clear aerial snapshot.

II. Layout

What is the total square footage of your space? Describe the layout of your retail space including facilities, customer areas, prep areas, etc. Provide a floor plan.

III. Design

Describe the interior and exterior design of your retail space. This includes color palettes, lighting, fixtures, and overall mood. How does your design serve to uplift your customer's experience?

IV. Development

Describe the development that will take place at your retail space. What kinds of general contractors are involved? How long will it take? Provide a scope of work for all contractors.

V. Budget, Startup Costs and Sources & Uses

Budget

Describe your company's budget for a retail lease or purchase? Describe how the owner's current revenues and cash on hand provide for "affordability" in a retail location. A commercial lease is considered affordable when your total tenant costs do not exceed 30% of your company's monthly income.

Startup Costs, Uses and Sources

What is the total cost of construction? Provide a snapshot of your and uses budget

Uses

Describe your "use of funds." That is, your spending plan as detailed in your "Startup Costs" Budget. What portions of your Startup Costs are allocated for your commercial lease/purchase and build out? Which construction/contractors and miscellaneous costs are included as a part of your retail development project? Briefly describe the importance of each service and project component.

Sources

Describe your "source of funds." That is, the investors/partners you have already secured money from and the funding partners you are currently seeking funding from. Your Startup Costs" Budget should clearly delineate which specific portions of the project are covered by each "source."

VI. Timeline

Provide your retail development timeline. When do you expect to launch or open?

VII. The Appendix

DSOURCE Templates

- D-SRC Financial Projections
 - Startup Costs Sheet

Company Files

- Aerial Snapshot of the Company's Retail Location
- Floor Plan
- Style Guide(s) and Mood Board(s)
- Scope(s) of Work for all General Contractors
- Sources and Uses/Startup Cost Budget
- Property Purchase Agreement, Lease, or Letter of Intent