01 / SCOPE AND PHYSICAL SITE

Site feasibility study

A structured output connecting site conditions, local demand, operating projections and due diligence.

SAMPLE STATUS

No site-specific conclusion or forecast. This report template uses pending fields to show the analysis a commissioned study would contain. It is an output example, not a completed client study.

Basis of analysis and proposed program

Element	Completed report content
Project identity and scope	[To be established] - address, parcel, jurisdiction, report date and decision question.
What will be built	[To be established] - areas, operating streams, layout concept and project inputs.
Parcel and site conditions	[To be established] - area, shape, grade, buildable constraints, utilities and environmental flags.
Access and traffic	[To be established] - road context, directional traffic, access movements and visibility.
Control and approvals	[To be established] - ownership or acquisition basis, zoning and required approvals.

Site evidence and interpretation

The final output uses parcel and vicinity exhibits, access notes and source dates. It distinguishes observed constraints from assumptions that require a survey, engineering study or agency confirmation.

Exhibit	Evidence status in this sample
Parcel / location exhibit	Pending verified parcel boundary and mapping source
Circulation / access assessment	Pending site plan and access evidence

A feasible operating forecast cannot cure an inaccessible or undeliverable site. The physical and approval gates must remain visible in the decision.

02 / MARKET AND DEMAND

The market around the site

A defined trade area and defensible competitive context come before a sales conclusion.

Demand, spending and customer evidence

Analysis	Completed report content
Trade area and residents	[To be established] - boundary method, population, households, relevant demographics and data vintage.
Traffic and capture	[To be established] - traffic source, year, direction and supported capture assumptions.
Demand and spending	[To be established] - customer groups, spending measures and limits of available evidence.
Growth and development pipeline	[To be established] - documented activity, timing, uncertainty and forecast treatment.
Competition and comparables	[To be established] - locations, formats, access, supply and relevance to the proposed program.

How the report uses that evidence

Market observations are connected to operating assumptions rather than presented as proof of demand. The completed study explains whether customers are residents, pass-by traffic, nearby workers or destination users, and checks for overlap.

Output exhibit	What it is intended to resolve
Trade area / competition map	Where potential customers and competing offers are located
Supply and demand discussion	Why the proposed offer could win share and where evidence is weak
Growth reconciliation	Whether growth is already included and how Years 2 and 3 change

EVIDENCE DISCIPLINE

Each material source records its publisher, observation date, geography and limitations. Unsupported capture or performance assumptions remain explicit and are pressure-tested.

03 / OPERATING PROJECTIONS

Revenue and gross profit

Three-year projections are conditional estimates built from visible assumptions, with streams kept separate.

Assumptions and scenario basis

Driver	Required support / status
Fuel volume and realized margin	[To be established] - traffic, capture, operating program and margin basis.
Store and foodservice sales	[To be established] - customer counts, spend, conversion and segment margins.
Opening, ramp-up and growth	[To be established] - timing, consistent year basis and growth applied once.
Downside and upside cases	[To be established] - defined changes in material drivers; scenarios are not proof of performance.

Three-year projection structure

Operating output	Year 1	Year 2	Year 3
Fuel gallons and revenue	Pending	Pending	Pending
Store merchandise revenue	Pending	Pending	Pending
Foodservice revenue	Pending	Pending	Pending
Gross profit by stream	Pending	Pending	Pending
Total operating gross profit	Pending	Pending	Pending

The final table states the monthly or annual basis and reconciles totals to the underlying forecast. Gross profit deducts the relevant cost of sales; it does not by itself deduct all operating costs, debt service, capital expenditure or tax.

FORECAST LIMITS

No projection is populated in this sample. A completed report includes assumption provenance, sensitivity to capture and margin, and a clear distinction between calculation consistency and forecast accuracy.

04 / PROJECT ECONOMICS

Costs, income and returns

Investment conclusions require costs and owner income that are separately supported.

Program elements and owner income

Component	Treatment in the completed output
Operating fuel / store / foodservice	Forecast and gross profit kept separate from property income.
Lease space and restaurant tenant	Area, documented rent, occupancy and terms identified; unsigned rent excluded from the base case.
Laundry or other ancillary use	Included only if commissioned and supported; owner operation and tenant income distinguished.
New leased component	Development cost identified before its rent enters investment returns.

Development and cash-flow bridge

Economics field	Sample status
Land acquisition / as-is land basis	[To be established] - avoid counting land twice
Hard, site, conversion and soft costs	[To be established] - scope, date and contingency
Working capital and other investment	[To be established] - included or excluded explicitly
Expenses, reserves and owner income	[To be established] - reconciled NOI / cash flow
Debt, equity and investment returns	[To be established] - only with sufficient inputs

Where commissioned, the final output can show NOI, yield on cost, financing assumptions and downside coverage. These measures require different inputs and must not be inferred from gross profit. Tenant gross sales are not landlord income.

VALUATION BOUNDARY

Any separate development-economics screen uses documented costs and independently supported value evidence. The report does not replace an appraisal, lender underwriting or legal and engineering due diligence.

05 / DECISION AND DUE DILIGENCE

What could break the site

A conditional recommendation states the evidence, the downside and the actions required before commitment.

Pressure test and preliminary decision

Decision area	Completed report content
Most likely failure point	[To be established] - access, demand, capture, margin, cost or delivery constraint.
Downside response	[To be established] - sensitivity, break-even evidence and scope for revision.
Preliminary recommendation	Pending evidence - proceed, revise, hold or decline with stated conditions.

Before you close

Due-diligence gate	Evidence / decision status
Zoning, title, survey and access	Pending official or qualified professional confirmation
Utilities, drainage and environmental	Pending site investigations and capacity checks
Costs, leases and financing	Pending quotations, signed terms and underwriting

Source register and evidence gaps

Source / type	Vintage and scope	Status / limitation
Public data / sourced fact	[To be established]	Pending source and geography
Derived estimate / method	[To be established]	Pending assumptions and calculation basis
Client input / assumption	[To be established]	Pending documentary support
Missing evidence / gap	[To be established]	Decision consequence stated in final output

The completed report may add site exhibits, competitor tables and supporting annexures according to the agreed scope. A recommendation remains preliminary while a critical gate is unresolved.