

## Chinese Fast Food Restaurant

The consulting team was asked to first examine the possibility of opening a Chinese fast food restaurant to be located at a property owned by the client, and second, as an alternative, to determine the highest and best use of the subject property. As the team's discussions with the client progressed, the client revealed that he was not committed solely to the concept of establishing a Chinese fast food restaurant. His ultimate goal is to build a business in the subject property that would provide stable and consistent cash flow. The consulting team conducted a feasibility study to determine all that is involved in opening, managing, and maintaining a Chinese food restaurant. The team analyzed three different restaurant operations located in various parts of Los Angeles, and examined the properties that housed them. The restaurants were similar in size, location, and type. The consulting team reasoned that analyzing businesses that offered similar possibilities and challenges would present an accurate assessment and a more realistic determination as to whether such a venture could be successful on the subject property.



### Project Description

#### Feasibility Study

This project was undertaken to determine the feasibility of opening a Chinese fast food restaurant in an existing building located in North Hollywood, CA. A "highest and best use analysis" was conducted based on primary and secondary research that included meetings with the City Planning Department, licensed real estate brokers, commercial property owners, and restaurant operators. A recommendation of the most economically feasible use of the property was made.

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