Ancillary Revenue Opportunity Worksheet

OM-08 | Chapter 17 | Owner and Manager | Version 1.0

Test the idea before committing money or staff time. Use realistic demand, full operating costs, and a named person for every recurring task.

Write in the spaces or click a blank field to type in Word.

Opportunity and proposed owner	Review date

Item	Evidence and assumptions
1. What guest problem does it solve and what proves demand?	
2. What must be bought, built, permitted, insured, and stocked?	
3. What staff time is needed before, during, and after each sale?	
4. What remains after labor, fees, spoilage, damage, and vendor costs?	
5. What are the effects on safety, noise, parking, utilities, and guests?	
6. Who owns the operation and what would make us stop?	

Trial budget, start date, and decision maker

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Staffing economics and trial decision

OM-08 | Continued

Recurring task	Named person	Hours and frequency
Clean it		
Restock it		
Inspect it		
Repair it		
Reset it		

Item	Amount and basis
Forecast sales per period = units × price	
Variable costs including labor per period	
Fixed operating costs per period	
Operating contribution = sales minus all operating costs	
Initial investment and recovery assumption	

Partner responsibilities, insurance, payments, records, and exit terms

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Pilot limits, success measures, stop criteria, and review date

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Do not count existing staff time as free. Confirm permits, insurance, capacity, and partner terms before launch. Operating contribution is not guaranteed profit.

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