

*The Airport Market
Specialty Leasing Merchandise Proposal*

This application is for informational purposes only and is not to be construed in any way as a commitment to enter into a Specialty Leasing License Agreement with the applicant.

Date: _____ Category of Goods: _____

Name: _____ Proposed Trade Name: _____

Home Address and Phone Number:

Present Business Address and Phone Number:

Describe the Merchandise concept behind the Retail Merchandising Unit (RMU) that you would like to have at the Airport. What is the unifying theme? Please be as specific as a possible.

If you are in business now, please give some background on your trade and your previous retail experience.

Who is your target customer? How will you attract that customer? How will you ensure repeat business?

Within what price range do you plan to offer your product?

What will be the amount of your average sale?

Describe your working relationship with your wholesalers and vendors. Within what time frame can you receive stock?

If you have a handmade product, how long does it take to produce?

What are your anticipated start-up costs (consider merchandise, fixtures, signage, packaging, sales associates, license fees) and how will you finance them?

Describe your merchandise presentation and display. What will make your unit s stand out from the rest? List your major merchandise categories. What percentage of your inventory and sales will each of the categories you listed represent?

Major Merchandise Category	% of Inventory	% of Sales
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

I hereby acknowledge that the above information is true and correct.

Signature

Please include either five (5) slides or color prints of your merchandise and any other information you feel would be helpful to us determining the appropriateness of your business for the Specialty Leasing Program. Feel free to keep the attached information for your records.

Mail To:

MarketPlace Philadelphia Management
Philadelphia International Airport
Terminal E, Upper Level
Philadelphia, PA 19153