

This document outlines the financial justification for adding a drive-through to my business. The addition of a drive-through will increase revenue, improve operational efficiency, and enhance customer convenience. Industry data supports the financial viability and long-term success of this enhancement.

Revenue Growth Potential

- Drive-through sales account for approximately 70-75% of total revenue in many quick-service restaurants (QSRs).
- Businesses that add a drive-through often experience revenue increases ranging from 15% to 40%, depending on location and customer demand.

Market Trends & Consumer Demand

- Drive-through traffic comprises 52% of total restaurant visits, highlighting its role as a key revenue driver.
- Consumer preference for drive-through services has increased post-pandemic, leading to higher customer retention and repeat visits.

Operational Efficiency & Increased Capacity

- A drive-through allows for faster service times and higher transaction volumes, reducing the strain on dine-in operations and increasing overall efficiency.

Conclusion

The financial data clearly demonstrates that adding a drive-through will significantly enhance the revenue and operational efficiency of my business. This investment aligns with industry trends, meets consumer demand, and ensures a strong financial return. Given these factors, the requested variance is essential to the long-term growth and success of the business.