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Schedule a 15-minute call to review your business idea and research goals—no pressure.

Step 2 Custom Quote

We'll send a tailored quote—a fraction of what it costs to get it wrong.

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Delivered in 2 business days—faster, safer, and smarter than guessing.



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www.PeerViewAI.com



Nationwide Coverage



Half of New Businesses Fail

35% due to insufficient market demand

Get Competitor Revenue Comparables Today



Demo Report

Customer Request

"I'm looking to open a Glaze & Grind Franchise donut shop in Springfield, USA and want to know if this is a good idea. The Franchise Disclosure Documents state an average revenue of >\$1M sales, but they mention that is biased upwards by a few large city locations. Springfield already has a lot of donut shops, are they oversaturated?"



PeerView AI Quote

Standard Report on Springfield USA Donut Shop Market. Specific Reference to Glaze & Grind Franchise Data is until the end of 2024 Report data & analysis are for illustrative purposes only.

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Executive Summary

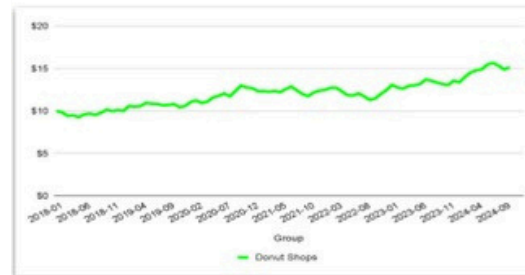
- Springfield has a growing market for Donut Shops at a decent price point (\$15) but individual store revenue is on the smaller side (\$705K). Recommendation is to proceed with caution. Considering the average revenue projections for Springfield are much lower than the average Glaze & Grind franchise, the financial projections will need to be carefully reviewed.

Data

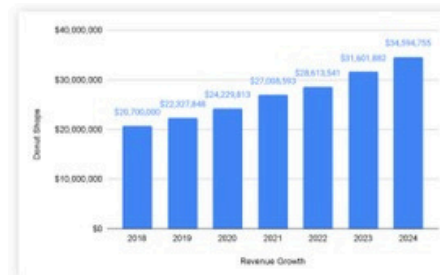
Projected Revenue
\$705K

Benchmarks	2024 Revenue
Springfield, USA Donut Shops	\$900K
Springfield, USA Donut Shops (w/o Mixed Use)	\$680K
Glaze & Grind (All Locations)	\$1.2M
Glaze & Grind (Similar Locations)	\$750K
PeerView AI Projection	\$705K

Ticket Size
\$15.32



Market Growth
+\$10.3% YoY



Analysis

Projected Revenue

- There are about 25 competitors in Springfield including several mixed use locations that generate revenue from other activities. Benchmarking the most similar competitors to a Glaze & Grind Franchise yields a projected revenue estimate of \$705K

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Ticket Size

- Ticket Size has steadily increased over the past several years with no indication that it has reached a leveling off point
- No noticeable distortions due to Covid

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Market Sizing

- Market is sizable and should be capable of supporting additional entrants.
- Long term steady growth
- No noticeable trend impacts due to Covid

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