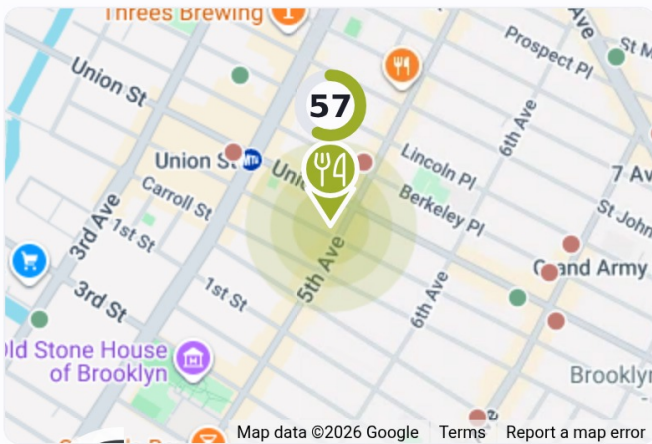


BIFYO · MARKET FEASIBILITY REPORT

220 5th Ave, Brooklyn, NY 11215, USA Cafeteria Market Report

220 5th Ave, Brooklyn, NY 11215, USA, NY · Cafeteria · 800 m radius

Your plan: **\$150,000** budget · **30** seats



Executive summary ?

- This location at 220 5th Ave, Brooklyn has excellent accessibility with a score of 98, but faces moderate competitive pressure with 20 direct competitors within 800 meters and a competition score of 63.
- The overall opportunity score of 57 reflects balanced demand at 54 against moderate growth at 61, suggesting this cafeteria market is neither particularly saturated at 51 nor especially underserved.

Market overview ?

Direct competitors

20

Complementary anchors nearby

39

Market saturation

51/100

Competitors per 1,000 residents

0

Score components ?

🏠 Demand		54/100	Spend, footfall, households · seasonal swing - Q4 peak, Q1 quiet	REAL
🏢 Competition		63/100	20 direct operators · 0/1,000 residents	REAL
↗️ Growth		61/100	Population + labor force growth	REAL
🚶 Accessibility		98/100	Transit, parking, bike infra	REAL
🏢 Business density		33/100	Businesses per 1,000 residents	REAL
🏠 Market saturation		51/100	Supply against what the area supports	REAL
🎯 Market fit		65/100	Fit to a typical concept for this category	

Demographics REAL ?

County population
2,631,580

Median household income
\$80,263

Median age
36.5

Bachelor's degree+
25.0%

Unemployment rate
7.9%

Avg. household size
2.56

Population density
37,932/sq mi

Renter-occupied
70.5%

Poverty rate
19.1%

No-vehicle households
56.4%

Mean commute
41.7 min

Households \$100k+
41.4%

Under 18
22.2%

Working age (18-64)
62.3%

65 and over
15.5%

Growth REAL ?



County population, 2020-2024

Annualized population growth
0.5%

Annualized labor-force growth
1.0%

Real estate intelligence ?

🔍 From current property listings in Park Slope (North Slope / Fifth Avenue corridor), Brooklyn, New York City on Oct 4, 2026. Asking prices, not closed sales - treat as a market read, not a valuation.

🏠 Home price / m²
\$16,329
range \$10,200-\$17,500

🏠 Typical home price
\$1,388,000
2-bedroom apartment (condo/co-op), ~85 m²

🏠 Typical home rent
\$4,950/mo
\$58.00/m² per month

🏠 Retail rent / m²
\$71.00/mo
ground-floor shops

📊 vs. city average
+74%
city \$9,408/m²

↗️ Price change, 12 mo
+8%
Q2 2025 - Q2 2026, PropertyShark Park Slope median \$/sqft

Resident income implied by housing costs

What households living here likely earn, read from what homes here cost to buy and to rent.

\$149,300/yr

range \$100,600-\$198,000 per household

HOW THE INCOME WAS DERIVED



Typical home price

2-bedroom apartment (condo/co-op), ~85 m²

\$1,388,000



Price-to-income ratio

City benchmark - Numbeo, New York NY property prices page, 2026

÷ **13.8×**



Income by home prices

= \$100,580



Typical annual rent

\$4,950/mo × 12

\$59,400



Share of income spent on rent

Standard **30%** housing-affordability rule (no local figure published)

÷ **30%**



Income by rents

= \$198,000



Housing-implied household income

Average of the two reads

= \$149,300



1.78× the national average household income (\$83,730/yr, median gross (money income), 2024 - U.S. Census Bureau, Income in the United States: 2024)

Official median household income **REAL**

\$80,263

US Census, county-wide - used in calculations

Housing-implied income

\$149,300

comparison only

Difference

+86%

housing costs more than residents' incomes suggest - newer, wealthier arrivals or stretched budgets



Homes for sale



PropertyShark's median for recorded Park Slope sales was **\$1,517/sq ft (\$16,329/m²)** in Q2 2026, up from **\$1,324** in Q1.



The median sale price was **\$1.82M**.



Fifth Avenue condo asking prices run from about **\$949** to **\$1,619/sq ft**.



The typical price assumes an **85 m²** unit at the median rate.



Homes for rent



RentHop gives a **\$5,250** median asking rent across Park Slope listings, about **\$67/sq ft** a year (~**\$60/m²** a month).



Zumper's August 2026 median is **\$4,995**.



RentCafe shows **\$3,431** for **687 sq ft** (~**\$54/m²**).



These point to ~**\$58/m²**, or about **\$4,950** for an **85 m²** 2-bed.



Commercial



LoopNet's 27 Park Slope retail listings average **\$79/sq ft** a year, about **\$71/m²** a month.



Fifth Ave shops match: 119 5th Ave at **\$78/sq ft** and 502 5th Ave at **\$10,500/month** for **1,600 sq ft**.



No reliable sale price per m² was found for ground-floor retail.

LISTINGS FOUND NEARBY

LISTING	TYPE	ASKING PRICE
2-bed 2-bath condo, 89 m ² (956 sq ft), 445 Fifth Ave #5B, Park Slope	For sale	\$1,547,500
1-bed condo, 59 m ² (630 sq ft), 445 5th Ave #3H, Park Slope	For sale	\$999,500
1-bed 2-bath condo, 93 m ² (1,000 sq ft), 182 5th Ave #1R, Park Slope	For sale	\$949,000
2-bed 1-bath apartment, 288 5th Ave #3F, Park Slope	For sale	\$850,000
Apartment, 157 5th Avenue #4R, Park Slope	For rent	\$5,592/mo
Apartment, 441 1st Street #2L, Park Slope	For rent	\$6,370/mo
3-bed 2-bath apartment, 258 Sixth Avenue #3LL, Park Slope	For rent	\$7,195/mo

WHAT IT MEANS FOR A BUSINESS HERE



PREMIUM VS. BROOKLYN [Tailwind](#)

Park Slope's Q2 2026 median of **\$1,517/sq ft** is about **74%** above Brooklyn's July 2026 borough median of **\$874/sq ft** (used in place of a city-wide figure).



PRICES STILL RISING [Tailwind](#)

The median Park Slope sale price reached **\$1.82M** in Q2 2026, up **21.3%** year over year, even though deal volume fell **16.8%**.



FLAT RESIDENTIAL RENTS

Park Slope rents were roughly flat over the year to August 2026, and MNS reports one-bedroom rents down **7.68%**. That points to steady, not growing, household spending power.



RETAIL SPACE AVAILABLE

Around 27 Park Slope retail units are listed for lease, including a **2,600 sq ft** space at 218 5th Ave next door. Asking rents average about **\$79/sq ft** a year.



AFFLUENT CUSTOMER BASE [Tailwind](#)

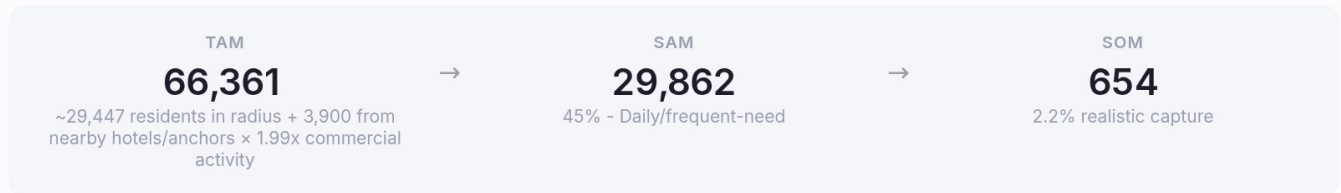
Park Slope has roughly **67,000** residents with a median household income above **\$130,000**, well above the US median of **\$83,730**.

1. Sources (12)

- Park Slope Housing Market Prices & Trends
- Brooklyn Housing Market Prices & Trends
- Park Slope Brooklyn Guide 2026: Homes, Schools & Prospect Park
- Brooklyn Real Estate Market 2026: Prices, Trends & Guide
- What a Brooklyn condo costs by neighborhood in 2026 - and why family-sized apartments got expensive
- Park Slope Condo Market Recap: Five Years of Sales & Prices
- Park Slope Condos for Sale
- The Brooklyn Market in 2026, Block by Block · Homix
- housing market
- housing market
- Park Slope NYC Neighborhood Real Estate Statistics
- Average Rent in Park Slope, New York, NY

Market sizing ?

① Bifyo's documented estimate (not from a verified source) - see the assumptions below.



🔗 The +3,900 above comes from real nearby anchors within this radius: 1 Mall, 2 Hospitals, 1 Office Park, 2 Schools - each counted at Bifyo's documented average daily visitors for its type (see the assumptions below).

187.7 estimated potential customers / day (~5,630/month)

HOW THIS WAS CALCULATED

	Residents within 800 m The real County population (2,631,580) scaled down to this radius using the real local population density - the full figure covers a far larger area than one storefront can draw from.	29,447
	Daily visitors from nearby anchors Hotels, malls, parks and offices actually inside the radius, each counted at Bifyo's documented average daily visitors for its type.	+ 3,900
	Commercial-activity adjustment From this location's real business density - residents alone understate demand where workers, tourists and passers-by come and go.	× 1.99x
	TAM - total addressable market Everyone who could plausibly be a customer here.	= 66,361
	SAM - buys this category Target-audience share for a "Daily/frequent-need" category.	× 45% 29,862
	SOM - realistic share for one new business Capture rate derived from real nearby competitor supply and overall business density - more competition, smaller slice.	× 2.2% 654
	Your plan: customers per month Your own 12-month average, built from your capacity and the researched local demand - it can be higher or lower than the category-wide SOM depending on how ambitious the plan is.	= 5,630

How these numbers were estimated ?

🔍 Researched from local listings, prices and statistics on Oct 3, 2026. AI estimate - verify rent with a local broker before signing.

Market rent \$11,000/mo ~100 m ² unit	Average ticket \$11.00 per customer visit	Customers / day 200 range 150-290, 30 days/mo	Staff 6 people \$3,400/mo each
---	--	--	---



Why this rent



Park Slope has about 55 commercial listings, including retail on this same block of 5th Ave (219 and 208 5th Ave) and at 120 and 416 5th Ave.



One **1,100 sq ft** (about **102 m²**) retail unit is asking **USD 14,000** a month, and a larger unit is asking **USD 21,666** a month.



That puts prime 5th Ave ground-floor space at roughly **USD 100-150** per sq ft per year; side streets and 4th Ave are cheaper.



Why this ticket



Estimated, not taken from local menus: in independent Park Slope cafés a latte is about **USD 5.50-6.50**, drip coffee **USD 3.50-4**, a pastry **USD 4-5.50** and avocado toast or a sandwich **USD 12-15**, so a mix of coffee-only and coffee-plus-food orders averages about **USD 11** before tips.



Why this many customers



Estimated, not counted.



30 seats turning over about 3 times across an 11-hour day gives about 90 eat-in customers.



Takeaway from 5th Ave foot traffic and the dense Park Slope residents (many working from home) adds about 110 more, which is a modest share for a new independent café on a street that already has many coffee shops.



Why this staffing



Assumes about 6 full-time-equivalent baristas, cooks and a shift lead covering 7am-6pm, 7 days a week.



NYC's 2026 minimum wage is about **USD 17** an hour and baristas are typically paid **USD 18-20** plus tips; at roughly 160 hours a month plus about **12%** employer payroll tax, workers' comp and disability cover, that comes to about **USD 3,400** per person.

COMPARABLE LISTINGS FOUND NEARBY

LISTING	MONTHLY RENT
1,100 sq ft (about 102 m ²) ground-floor retail, Park Slope	14,000 USD
Larger ground-floor retail unit, Park Slope	21,666 USD

WHAT WE FOUND

CRITERION	LOCAL FINDING	EFFECT
Pedestrian foot traffic	220 5th Ave is on the busiest retail and restaurant stretch of Park Slope's 5th Ave, near Union and President Streets and a few blocks from the Union St R station. Foot traffic is strong all day, with weekend brunch peaks. No published pedestrian count was found.	▲ raises
Tourist arrivals	NYC expected roughly 64-65 million visitors in 2025 (projection, not a confirmed count). Few of them reach Park Slope; the ones who do mostly come for Prospect Park and the Barclays Center area, so most demand here is local. The season runs all year, peaks in spring and autumn, and dips in January-F	- neutral
Residents, offices and schools	Very dense, affluent residential area with many families and remote workers within 800 m. There are several schools, including PS 321 and PS 39, but few large offices, so weekday demand comes from residents and commuters.	▲ raises
Signature item price	Estimated latte price of USD 5.50-6.50 in independent cafés nearby (not confirmed from local menus).	▲ raises
Seats × turnover	30 seats turning over about 3 times a day gives about 90 eat-in covers. Takeaway makes up more than half of all orders.	- neutral
Opening hours	7:00-18:00, 7 days a week, about 30 days a month. Weekends are the busiest days.	- neutral
Ground-floor retail rent	A 1,100 sq ft unit nearby is asking USD 14,000 a month (about USD 150 per sq ft per year). The typical range on 5th Ave is about USD 100-150 per sq ft per year.	▼ lowers
Competition	There is a high density of established independent coffee shops and bakeries along 5th and 7th Ave.	▼ lowers

CRITERIA CHECKED FOR QUICK-SERVICE FOOD & COFFEE (CAFETERIA)

☑ Pedestrian foot traffic at this exact spot

☑ Tourist arrivals (most recent full year) and season length

☑ Offices, schools and residents within walking distance

☑ Local price of the signature item (e.g. a coffee)

☑ Seats × realistic table turnover per day

☑ Opening hours and days open

☑ Commercial rent per m² nearby (ground-floor retail)

☑ Local minimum / typical wage for counter staff

2. Sources (10)

- Park Slope, Brooklyn, NY Commercial Real Estate for Lease or Sale
- Park Slope, Brooklyn, NY Retail Space for Lease
- Park Slope, Brooklyn, NY Commercial Real Estate for Lease and Sale
- Park Slope (Brooklyn) Retail Spaces for Lease
- Park Slope, Brooklyn, NY Retail Space for Lease
- Park Slope, Brooklyn, NY Retail Space for Lease
- Park Slope Storefront Properties For Rent & Lease
- Park Slope, Brooklyn, NY Commercial Real Estate for Lease
- Park Slope, NY Retail Space For Lease - CityFeet
- 453 5th Ave, Brooklyn, NY 11215 - Park Slope Plaza - Join Chipotle & Panda

Financial feasibility ?

① Bifyo AI model estimate, built from the specific budget and capacity you entered on Market Analyzer - the same numbers as "Your 12-month projection" below.

MONTHLY GROSS REVENUE (BEFORE COSTS) - FROM YOUR 12-MONTH PROJECTION

SCENARIO	CUSTOMERS/MO	GROSS REVENUE/MO
Pessimistic Weakest month (Nov)	3,600	\$39,600
Realistic 12-month average	5,630	\$61,929
Optimistic Best month (May)	6,820	\$75,020

Gross revenue = total sales before any cost (rent, staff, ingredients). Realistic is the average month of the first year, including the slower opening months; the best single month is shown as Optimistic.

\$11,000/mo typical market rent for a suitable ~100 m² unit here (range \$9,000 - \$14,500, from local listings)
That is **18% of realistic revenue** - on the high side (≤15% is the usual target) - negotiate or look at side streets.

Cost of goods (29%)	Labor (6 staff × \$3,400)	Other opex (12%)
\$17,959/mo	\$20,375/mo	\$7,431/mo

At typical market rent, estimated net profit: **\$5,163/mo** (~8.3% margin)

Month 4 estimated cumulative break-even (assumes a gradual ramp-up from opening, not full volume from day one - rent stays fixed while it ramps)

- ☑ Average basket (**\$11.00**) is this plan's realistic-scenario revenue divided by its realistic-scenario customers - derived from your 12-month projection, not a generic category estimate.
- ☑ Labor is the researched local headcount × local employer cost per person; cost of goods and other opex are published industry benchmarks for this business type.
- 📍 Rent is the typical asking rent from current commercial listings near this address, not a percentage of revenue.
- ⌚ Nothing here accounts for your specific startup capital, financing, or a real lease you've been offered - treat it as a starting range to negotiate from, not a guarantee.

Sensitivity - what if? ?

① Each row flexes one factor at a time from the base case above.

SCENARIO	NET PROFIT/MO	VS. BASE
Base case	\$5,163	-
Customers -20% 4504 customers/mo	\$1,931	-\$3,232
Rent +30% vs. recommended target	\$1,863	-\$3,300
Avg basket -10% pricing/discount pressure	\$3,547	-\$1,616
Labor cost +25% wage/hiring pressure	\$70	-\$5,093

Feasibility score - the real overall verdict ?

① Blends the Opportunity Score above with financial margin, stress-test resilience, and the real competitor-gap analysis estimated in this report - this is the most complete single number this report produces.

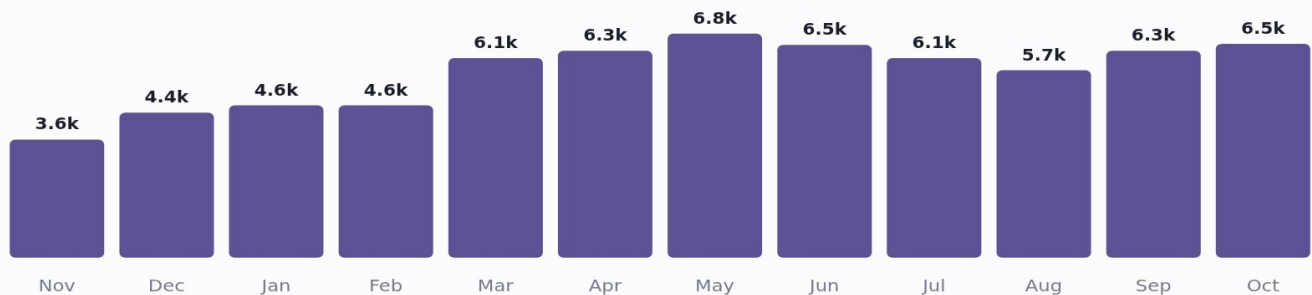


Location & demand (50%)	57/100
Financial health (25%)	67/100
Stress-test resilience (10%)	100/100
Competitive edge (real gaps) (15%)	50/100

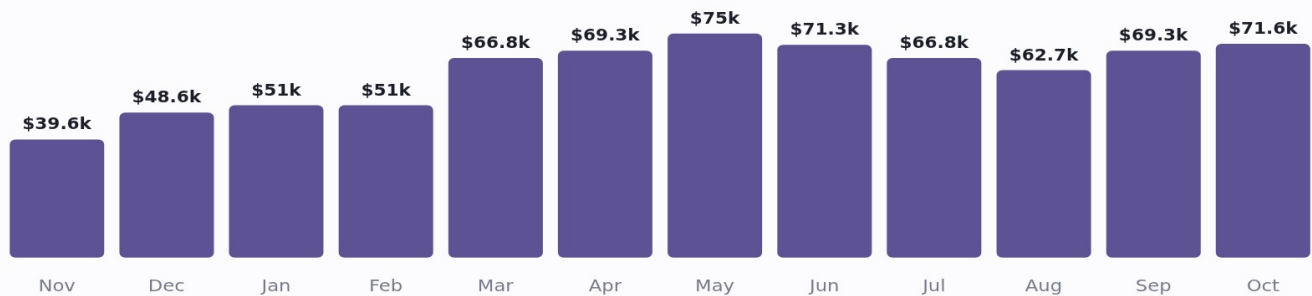
Your 12-month projection ?

✦ Based on \$150,000 investment and 30 seats. Bifyo AI model estimate - not a verified forecast.

ESTIMATED CUSTOMERS / MONTH



ESTIMATED GROSS REVENUE / MONTH (BEFORE COSTS)



KEY ASSUMPTIONS BEHIND THIS PROJECTION



PRICING

The projection runs November 2026 to October 2027 using 200 typical daily customers, 30 days open a month and an **USD 11** average ticket.



RAMP-UP

Ramp-up runs from **60%** of normal in November to full volume by March.



SEASONALITY ↗ Tailwind

Seasonality is mild because demand is driven by residents: spring, early summer and autumn are strongest, while January-February and August are softer as residents travel.



RENT & PROPERTY ⚠ Watch out

The main risks are rent of about **USD 11,000-14,500** a month for a roughly **100 m²** 5th Ave storefront and heavy café competition.



RENT & PROPERTY

The ticket, customer, tourist and wage figures are estimates and should be checked against current local menus, the 2026 wage rules and published tourism totals before signing a lease.

Market risks ?



RENT & PROPERTY ⚠ Watch out

Brooklyn has experienced a steady increase in retail space rents in recent years due to its growing popularity, strong local economy, and vibrant consumer base, with premium retail corridors like Williamsburg commanding prices reaching **\$600 per square foot**.



COMPETITION ➔ Tailwind

Park Slope's Fifth Avenue is one of the neighborhood's busiest retail corridors, and new competitors are actively moving in: Villager, a popular specialty coffee shop, is opening a new outpost on Fifth Avenue, and chains like Cinnabon/Carvel, bb.q Chicken, and Halal Bros Grill all arrived on Fifth Avenue since 2022.



SEASONALITY ➔ Tailwind

Park Slope Fifth Avenue draws thousands of spectators during annual street fairs like the Fabulous Fifth Avenue Fair in May, with hundreds of merchants setting up shop, indicating strong seasonal event-driven demand swings.

✧ Bifyo AI model - not a verified data source, verify independently.

Street visibility & frontage ?



/ 100 visibility



The storefront has good clear sightlines from the street with unobstructed glass frontage, welcoming interior lighting, and appears to be in a walkable pedestrian area, though the actual street traffic speed and volume cannot be fully assessed from this interior angle.

✧ Bifyo AI model, assessed from a real street-level image - a visual read, not a measured index. Verify in person before deciding.

SWOT summary ?

✧ Bifyo AI model, summarized from this location's real scores, gaps and estimates above.

STRENGTHS

- Exceptional accessibility score of 98/100 indicates excellent foot traffic potential and ease of customer access
- Estimated 187.7 potential customers per day in a daily/frequent-need market tier provides reliable demand foundation
- Profitable across all 5 stress test scenarios with 8.3% estimated net profit margin, demonstrating business model resilience
- Anchor synergy score of 67/100 with 39 complementary anchors nearby suggests strong cross-traffic opportunities

WEAKNESSES

- Business density score of only 33/100 indicates sparse commercial environment with limited neighboring activity
- Opportunity score of 57/100 and demand score of 54/100 both sit below midpoint, suggesting moderate rather than strong market conditions
- Market saturation score of 51/100 combined with competition score of 63/100 shows established competitive pressure

OPPORTUNITIES

- 20 direct competitors nearby present clear opportunity to differentiate by addressing recurring weaknesses: rude staff, stale baked goods, poor communication, and inconsistent food quality
- Growth score of 61/100 indicates measurable expansion potential if execution outperforms the 39 complementary anchors in the area
- Competitors' documented strengths in quality donuts, pastries, and coffee plus entertainment experiences suggest profitable niche positioning is possible

THREATS

- Competition score of 63/100 with 20 direct competitors indicates significant established rivalry in this space
- Recommended monthly rent ceiling of \$11,000-\$14,500 paired with 8.3% profit margin leaves limited financial cushion for operational errors or unexpected costs

Accessibility REAL ?

Transit stops in radius
20

Parking facilities
19

Bike infrastructure
24

Storefront vacancy REAL ?

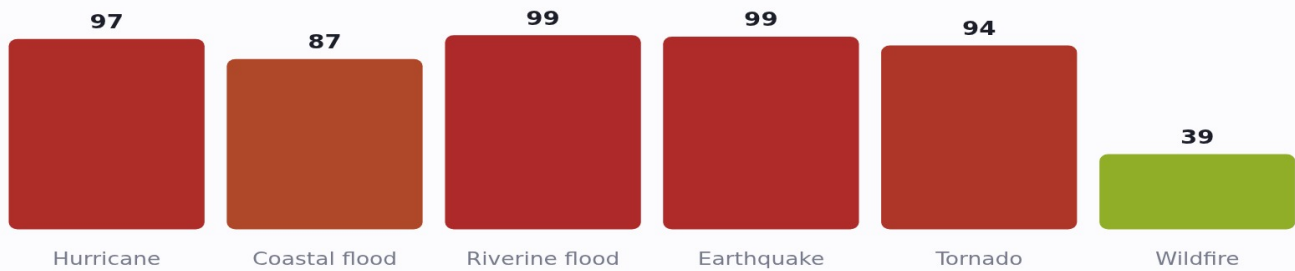
Storefronts mapped
359

Vacant storefronts
65

Vacancy rate
18.1%

Natural hazard risk REAL ?

99.3/100 - Relatively High



Seasonality ?

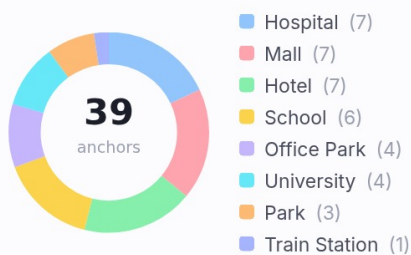


Park Slope on 5th Avenue serves a mix of local residents and moderate visitors, with holiday season boosts, spring-summer increases from outdoor activities and dining, and winter slowdowns from weather.

❖ Bifyo AI model - not a verified numeric index, verify independently.

Location analysis ?

COMPLEMENTARY ANCHORS BY TYPE REAL



COMPLEMENTARY REAL

One Medical Primary Care Clinic - Park Slope	433m
Goldfish Swim School - Gowanus (Brooklyn)	384m
Brooklyn Beauty / Fashion Labo	742m
Prospect Hair	718m
Square Stores	813m
NewYork-Presbyterian Brooklyn Methodist Hospital - Medical Office Pavilion	792m

Competitor gaps - from real reviews ?

BUSINESS	RATING	CUSTOMER DENSITY	NEGATIVE REVIEWS	RECURRING ISSUES FOUND	RECURRING STRENGTHS FOUND
The Painted Pot Park Slope	★★★★☆ 4.4	57/100	1	Confusing or inconsistent customer communication	Fun and relaxing pottery painting experience
Doughnut Plant	★★★★☆ 4.5	90/100	1	Rude or unprofessional staff	High quality donuts and pastries
Cousin John's Cafe & Bakery	★★★★☆ 4.3	81/100	2	Stale or poor quality baked goods; Overpricing or unfair pricing practices; Food quality issues or wrong orders	-
Beanmonger Coffee	★★★★★ 4.8	68/100	0	-	Excellent coffee quality; Welcoming atmosphere and friendly staff
Velvette Black	★★★★☆ 4.7	63/100	1	Rude or unprofessional staff	-
333 Lounge & Restaurant	★★★★☆ 4.2	87/100	1	Rude or unprofessional staff; Confusing or inconsistent customer communication; Food quality issues or wrong orders	Great live music and entertainment
Hungry Ghost Coffee	★★★★☆ 4.1	66/100	1	Overpricing or unfair pricing practices	Excellent coffee quality
Cafe Regular	★★★★☆ 4.4	73/100	1	Stale or poor quality baked goods; Overpricing or unfair pricing practices	-

Regional context (PESTLE) ?

① Economic, Social and Environmental are real data already used elsewhere in this report, reorganized under the standard PESTLE framework. Political, Legal and Technological come from the Bifyo AI model - verify independently before relying on them.

P Political & Regulatory 🏛️

🔗 Bifyo AI model

- Certificate of Authority (Sales Tax Seller's Permit)
- NYC Department of Buildings Permits (for alterations or storefront buildout)
- Department of Consumer and Worker Protection License (if industry-specific)
- Certificate of Occupancy verification
- Fire Department Permits (if applicable to business type)

📅 NYC announced over 50 regulatory reforms in July 2026 to reduce paperwork and bureaucratic burden for small businesses.

📅 The city expanded the NYC Business Express Service Team to assign dedicated client managers to new businesses, facilitating permitting, licensing, and inspections across agencies.

E Economic 💰

REAL · Verified data

Median household income	\$80,263
Unemployment rate	7.9%
Labor-force growth	+1.0%/yr
Commercial vacancy rate	18.1%
Poverty rate	19.1%

S Social 👥

REAL · Verified data

Population growth	+0.5%/yr
Median age	36.5 yrs
Bachelor's degree+	25.0%
Avg household size	2.6 people
Renter-occupied	70.5%
Population density	37,932/sq mi

T

Technological

No tech-adoption data source connected yet.

L

Legal

Bifyo AI model

Property zoning must align with intended business activity, as a space zoned for retail may not permit certain manufacturing or office uses.

Commercial leases in New York are largely negotiable, but tenants do not have the same legal protections as residential renters and must carefully analyze lease terms.

Workers' compensation is required for one or more employees with almost no exemptions in New York.

E

Environmental

REAL · Verified data

Natural hazard risk	99/100 - Relatively High
Riverine Flood	99/100
Earthquake	98/100
Hurricane	97/100

Scores describe market conditions, not operating performance. Bifyo's own scoring model fills in any component no verified source could confirm - those are marked without "REAL" above. © 2026 Bifyo LLC