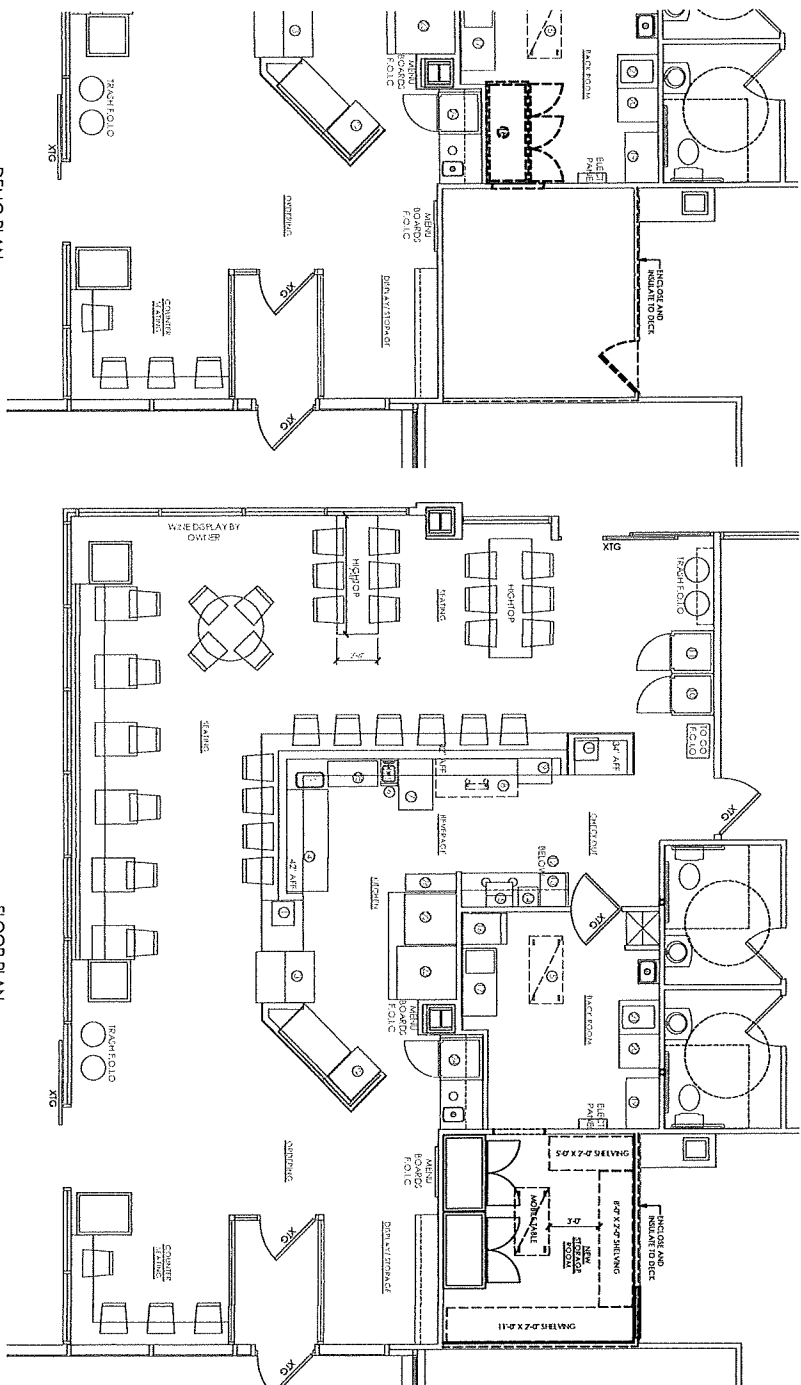


October 14, 2021

SCALE: 3/16" = 1'-0"

**OPTION 1**  
**CASSETTA BUILD OUT**





# Summary

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## Business Summary

Casetta Kitchen and Counter is an Italian/American deli and restaurant that has been operating for the previous 6 years under the current ownership. The focus of this successful model is based on lunch service, particularly sandwiches, soups, and sides. It has also found success in private, evening events. Casetta has a loyal customer base who continue to visit for lunch once or multiple times a week for the sandwiches and rotating sides. Seanna Whalen and Nicholas Larke plan to buy the business of Casetta and continue the success that has been built in the last 6 years. We plan to lightly expand the offerings Casetta already offers in order to encourage new and returning guests to shop with us multiple times a week.

We will continue to target customers who are looking for a comfortable, relaxed sit down lunch, as well as those in search of sandwiches, soups, and sides to-go. All of the food will be made fresh in house with local ingredients when available. In addition, we want to provide family style take-home dinners fresh from the deli, and lunch catering to in-building businesses as well as the Madison area as a whole.

## Seanna Whalen and Nicholas Larke

The two of us, Seanna and Nick, will become the sole proprietors of Kwantsu Dudes LLC, and the aforementioned Italian Deli concept. Nick specializes in the traditional back of the house operations while Seanna will be responsible for the traditional front of the house operations, while continuing to operate as a team.

Together, we have worked at Casetta for the previous year and have learned the important details of the business in this time. Additionally, we have started our own brand, Lady Bird, which hosts weekly rotating dinners on Saturday evenings. Lady Bird has taught us how to run a small business together, and given us confidence in how to apply them to Casetta as a whole.

## Financial Plan and Key Operating Goals

Our goal for maintaining an already successful concept is to continue to provide services to the hundreds of tenants who work at our restaurant location, (222 W. Washington Ave.) as well as other working residents and living members of our neighborhood. We also want to maintain and encourage business from the numerous UW-students who live close to Casetta. Further, we will develop marketing and advertising strategies to attract more customers for both individual purchases as well as catering for larger groups not only from the surrounding office buildings and residences, but from the whole neighborhood just west of the Capitol and beyond.

Based on our in-house experience and work history,

## Business Concept

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### General Business Outline and Goals

- Italian deli with focus on lunch, to dine in or take-out
- To-go deli items and take home dinners
- Low overhead, smaller scale that allows us to have tighter control on the product and service
- Emphasis on local, fresh and sustainable produce
- 25-30 seats, hoping to turn tables two times during lunch, while maintaining most of our business on a to-go model
- Will continue offering catering to businesses in the Madison area
- Made to order lunch, fresh that day, we will make some of our own bread, and roast meat in house
- Deli counter with an open kitchen