

**Lush Lounge**  
 3769 E Washington Ave  
 Madison, WI 53703  
 Alisa Davis, Robin Thompson  
 608-399-4023

### BUSINESS OVERVIEW

<b>OUR VISION</b>	Eloquence being the element you acquire from elevation. We are a vibrant ambiance essential to the community.
<b>OUR MISSION</b>	Madison's only dark bar that brightens your day
<b>THE SERVICE WE PROVIDE</b>	Beer, Liquor, Cold Tapas

### MARKET ANALYSIS

<b>WHO WE ARE TARGETING</b>	All genders, ethnicities, and backgrounds; Ages 21 and older
<b>THE PROBLEM WE ARE SOLVING</b>	Opportunity growth for women and minority business owners
<b>OUR COMPETITORS</b>	Local taverns, diners, liquor stores
<b>OUR COMPETITIVE ADVANTAGE</b>	Dark bar, Wisconsin (only) alcohol beverage distributors, upscale ambiance, women entrepreneurs

### MARKETING AND SALES PLAN

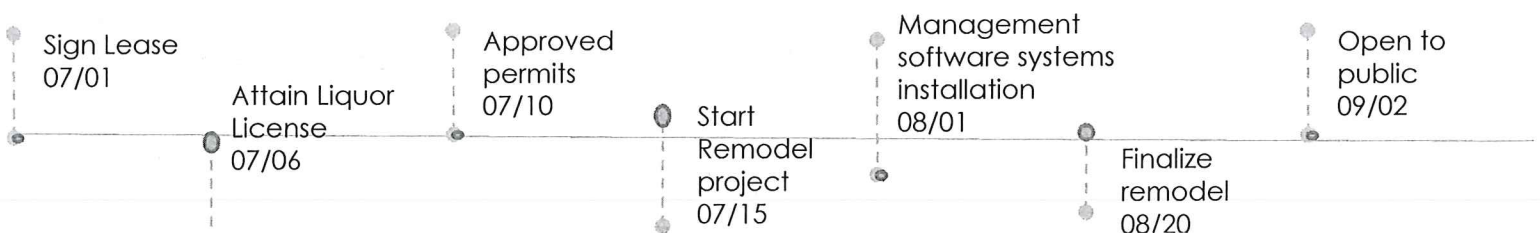
<b>MARKETING CHANNELS</b>	Social media, direct promotions, content marketing, website, word-of-mouth
<b>MARKETING MATERIALS</b>	Business cards, Flyers, post cards, blogs
<b>CUSTOMER INCENTIVES (REFERRALS, DISCOUNTS, ETC.)</b>	Wine and Cognac tastings, social events (painting, bingo), community support program involvement
<b>STAFF REQUIREMENTS/ TRAINING</b>	Food and beverage safety certification, bartending license, five years customer service, 21 and older for serving

### KEY OBJECTIVES AND SUCCESS METRICS

#### OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIME FRAME AND HOW WE WILL MEASURE THEM

1	Creation of Demand- Finding the customer taste and preference along with goods needed to satisfy the customer.
2	Customer Satisfaction- Continuously study the consumers demand. Modern marketing begins and ends with the customer.
3	Increase Company Profits- Reducing cost and increasing profits annually.

### Timeline of Milestones



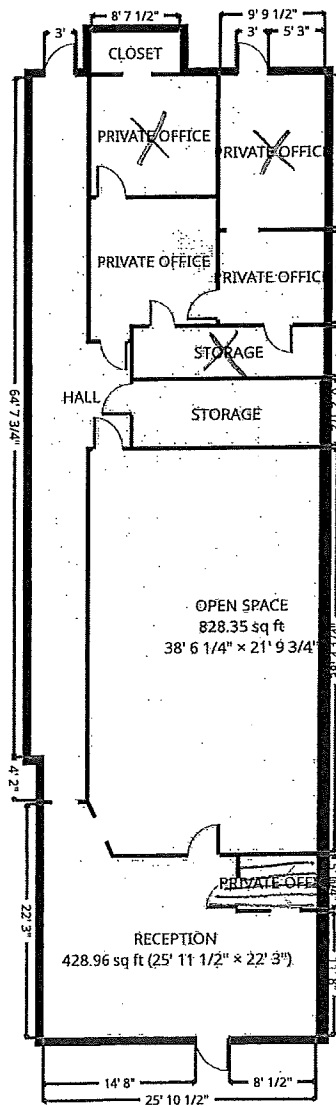
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## Statistics

2419 sq ft  
1 Floor  
5 Offices  
0 Conf. room

## Ground Floor



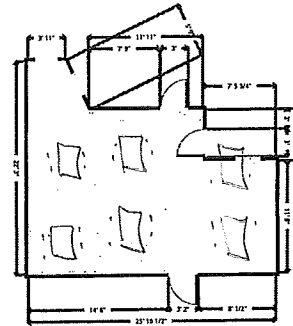
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### Reception

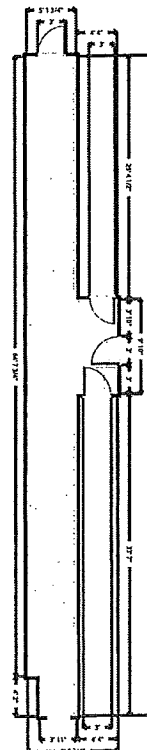
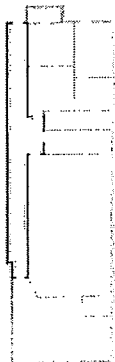
Width: 22' 3"  
Length: 25' 11 1/2"  
Area: 428.96 sq ft  
Perimeter: 94' 5 1/4"  
Ceiling Height: 7' 9 1/4"



= 6 tables  
4 seats per table

### Hall

Width: 9' 5 3/4"  
Length: 68' 9 3/4"  
Area: 391.83 sq ft  
Perimeter: 156' 7 1/4"

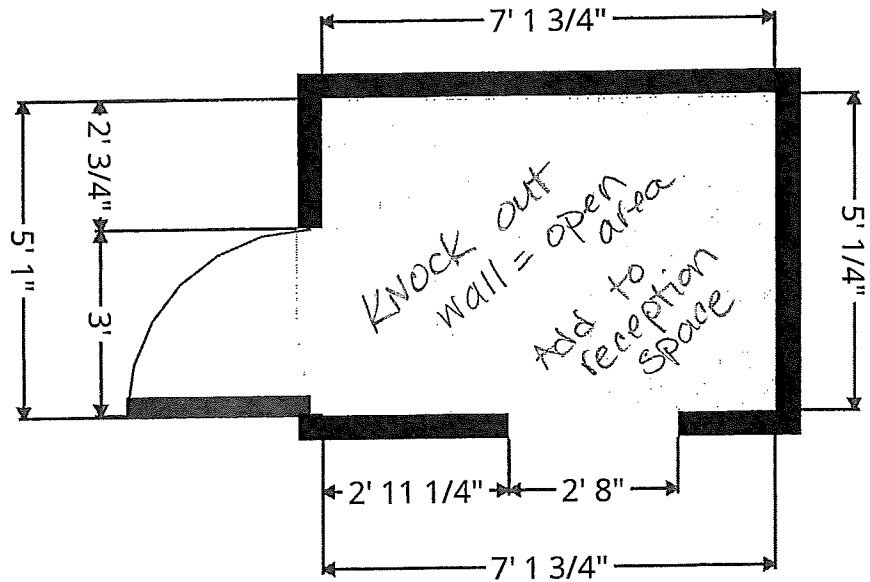


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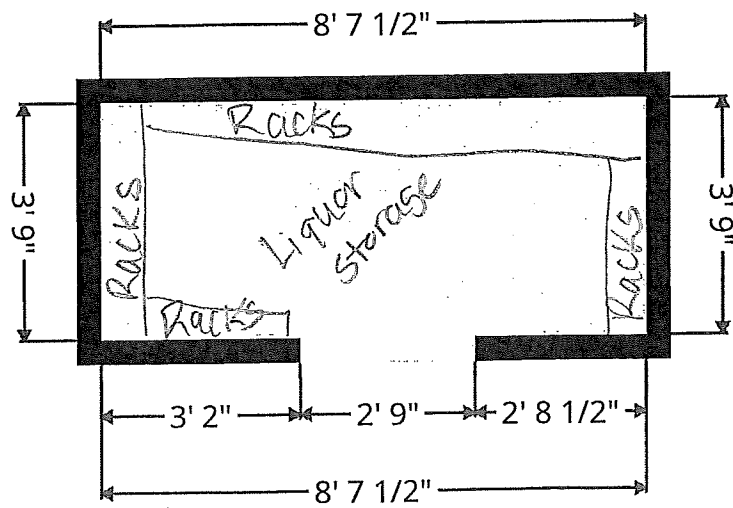
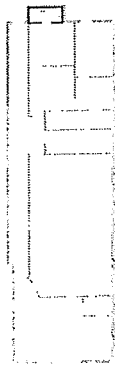
## Private Office

Width: 5'  
Length: 7' 1 3/4"  
Area: 35.77 sq ft  
Perimeter: 24' 3 1/2"



## Closet

Width: 3' 9"  
Length: 8' 7 1/2"  
Area: 32.34 sq ft  
Perimeter: 24' 9"

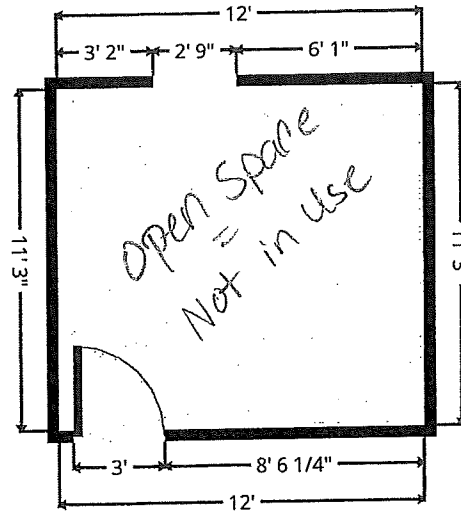


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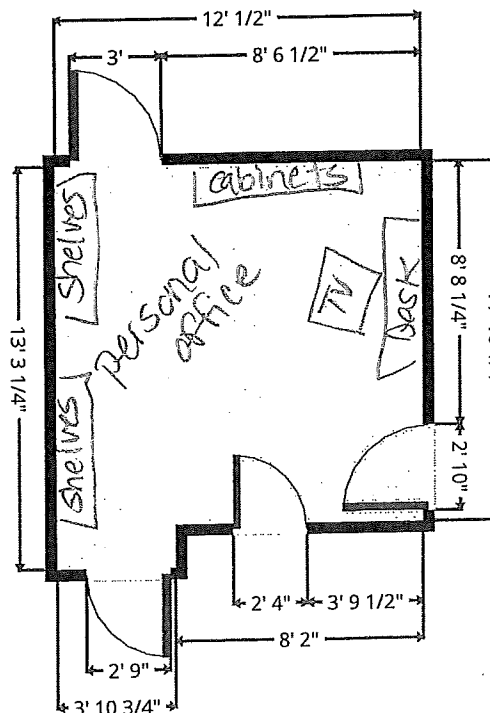
## Private Office

Width: 11' 3"  
Length: 12'  
Area: 135.17 sq ft  
Perimeter: 46' 6 1/4"  
Ceiling Height: 7' 9 1/4"



## Private Office

Width: 12' 1/2"  
Length: 13' 3 1/4"  
Area: 148.46 sq ft  
Perimeter: 50' 8"  
Ceiling Height: 7' 9 1/4"

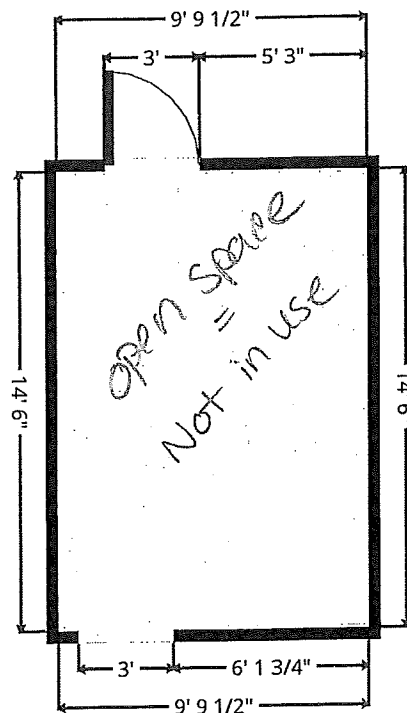


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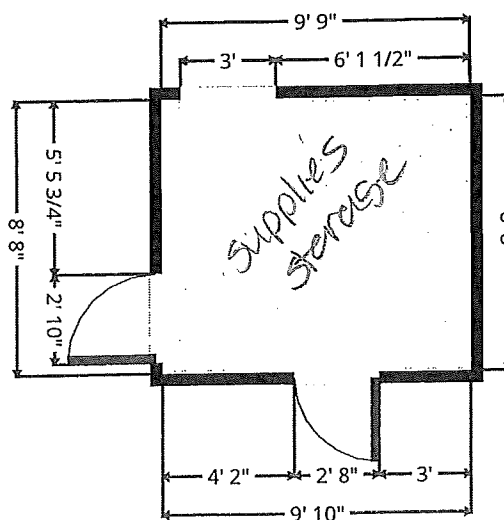
## Private Office

Width: 9' 9 1/2"  
Length: 14' 6"  
Area: 141.83 sq ft  
Perimeter: 48' 6 3/4"



## Private Office

Width: 8' 8"  
Length: 9' 9"  
Area: 84.51 sq ft  
Perimeter: 36' 10"

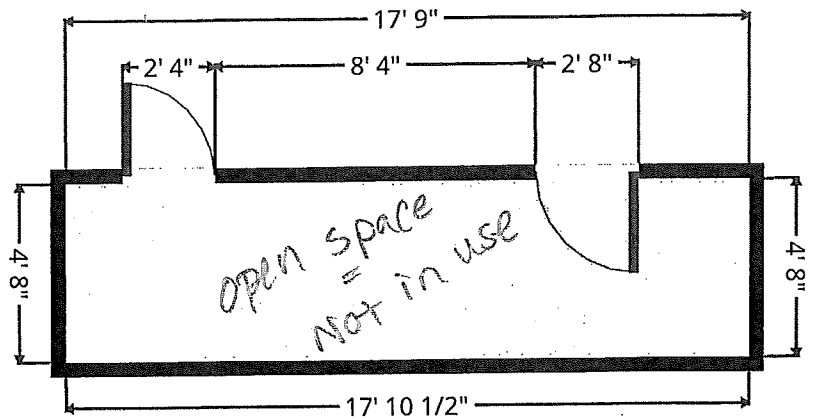


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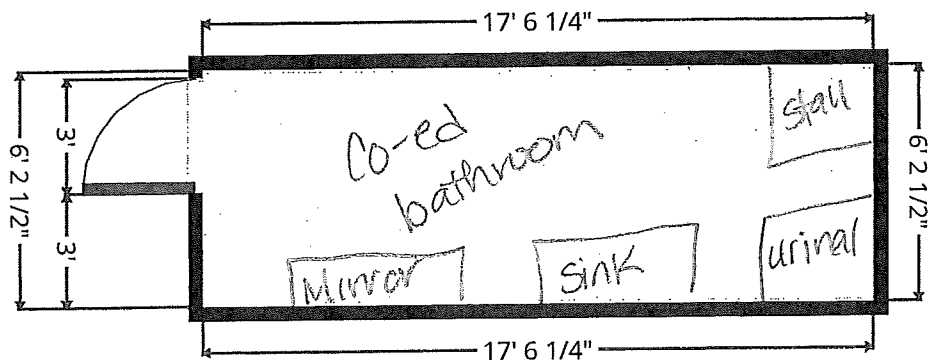
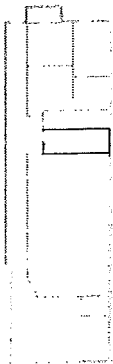
### Storage

Width: 4' 8"  
Length: 17' 10 1/2"  
Area: 83.46 sq ft  
Perimeter: 45' 1 1/4"



### Storage

Width: 6' 2 1/2"  
Length: 17' 6 1/4"  
Area: 108.59 sq ft  
Perimeter: 47' 5 1/4"



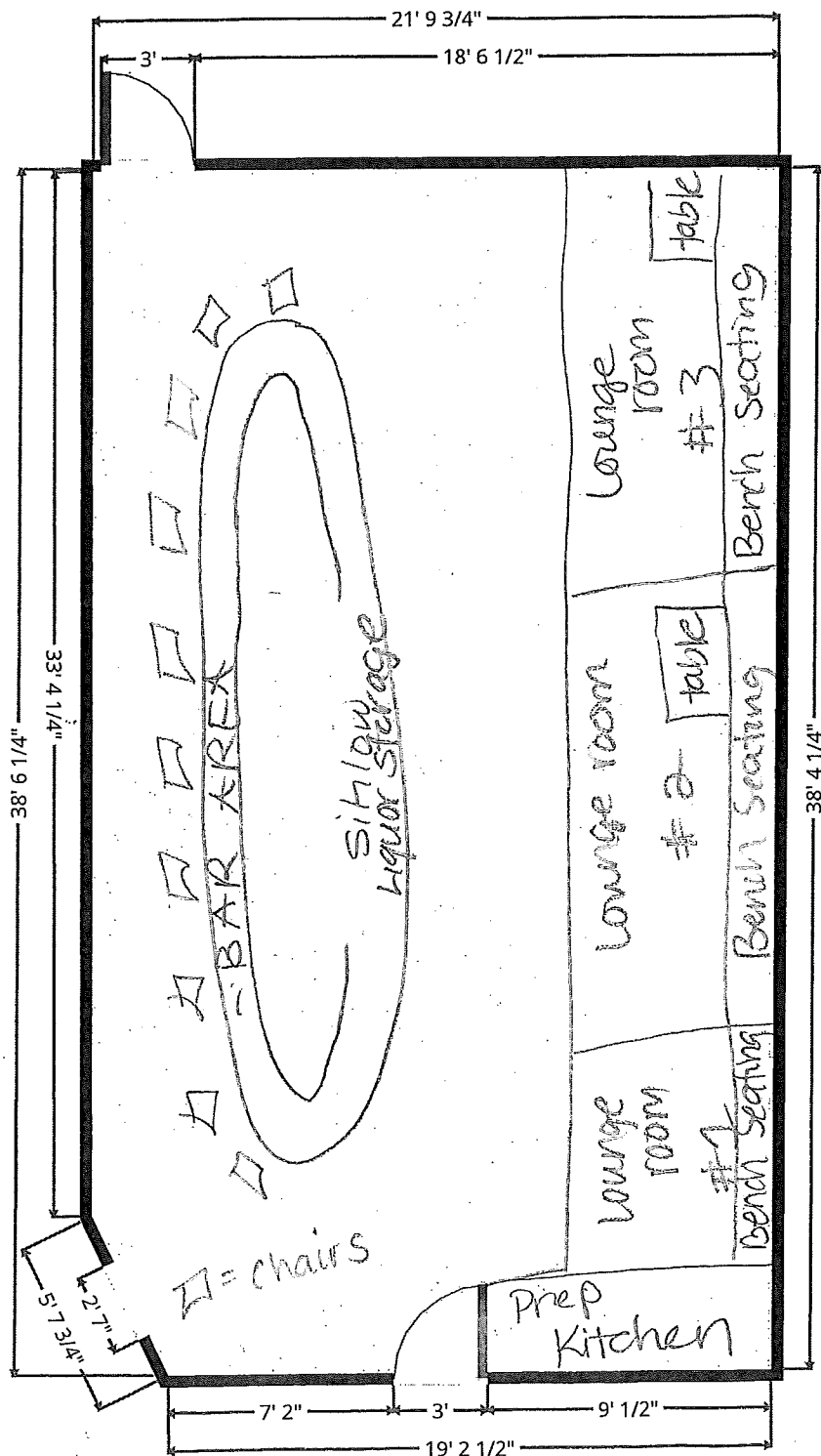
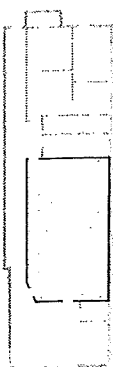


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## Open Space

Width: 21' 9 3/4"  
Length: 38' 6 1/4"  
Area: 828.35 sq ft  
Perimeter: 118' 4 1/2"





# Drink Sample Menu

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## Lush Cocktails

- House margarita
- House old fashioned
- Lemon drop martini
- Extra dirty martini
- Pomegranate martini
- Cosmopolitan
- Dirty Shirley
- Mimosa

## Wine

- Tasting of 3
- Tasting of 6
- By the glass
- By the bottle

## Beer

- Tasting of 3
- Tasting of 6
- By the glass
- By the bottle

## Cognac

- Tasting of 3
- Straight

## Champagne

- By glass
- By bottle

Cocktail menu is subject to change, there will be seasonal drink specials.

# Food Sample Menu

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## Lush Tapas

- Charcuterie Board
- Tuna tar-tar
- Homemade salsa
- Homemade guacamole
- Party tray of crostini (3)
- Homemade chips and dip
- Homemade ceviche

Menu is subject to change and will have seasonal specials.