
BUSINESS PLAN

BALDWIN ST. BISTRO

[GREAT FOOD, GOOD TIMES, E. SIDE]

This business plan is intended solely for informational purposes to assist in determining if you with a due-diligence investigation of this project. The information contained herein is believed to be reliable, but the management team makes no representations or warranties with respect to this information. The financial projections that are part of this plan represent estimates based on extensive research and on assumptions considered reasonable, but they are of course not guaranteed. The contents of this plan are confidential and are not to be reproduced with express written consent.

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EXECUTIVE SUMMARY

[Baldwin St. Bistro]

PRODUCT DESCRIPTION. [Lunch, Dinner and late night food/beverage establishment on Madison's near East Side.]

MARKETING AND SALES. [WORD OF MOUTH, PAPER, SOCIAL MEDIA AND OTHER GUERRILLA MARKETING]

DEVELOPMENT. [Text here...]

OPERATIONS. [EHRLING LLC]

MANAGEMENT. [SCOTT EHRLINGER OWNER/CEO, JOHN ERLINGER PARTNER]

FINANCIAL SUMMARY. [PRIVATELY FUNDED]

COMPANY OVERVIEW

[Introduction]

MISSION STATEMENT:

WE AIM FOR BALDWIN ST. BISTRO TO BE A SAFE, UNIQUE NEIGHBORHOOD FOOD AND DRINK ESTABLISHMENT FOR THE FANTASTIC NEAR EAST SIDE AND A DESTINATION RESTAURANT/BAR FOR EAST WASHINGTON CORRIDOR.

HISTORY:

THERE HAS BEEN SOME SORT OF DRINKING/DINING ESTABLISHMENT ON THE CORNER OF BALDWIN ST. AND E. WASHINGTON AVENUE FOR OVER 25 YEARS. WHEN MANAGED CORRECTLY, IT DOES WELL.

MARKET:

THE NEIGHBORHOOD IS HUNGRY FOR SOMEPLACE TO CALL HOME, WHERE NEIGHBORS CAN MEET UP, GRAB A BITE TO EAT AND A BEVERAGE AND FEEL SAFE AND COMFORTABLE. NEIGHBORS HAVE STOPPED IN HOURLY SINCE OPENING THE DOORS JUST TO CLEAN.

THE EAST WASHINGTON AND BALDWIN STREET CORRIDORS ARE ALSO HEAVILY TRAVELED AND THERE ARE FEW RESTAURANTS IN THE AREA TO CAPTURE THIS MARKET.

OBJECTIVE:

TO SERVE INCREDIBLE FOOD AT AFFORDABLE PRICES IN A COZY ATMOSPHERE THAT IS CLEAN, SAFE AND SUITABLE FOR FAMILIES, FOR THOSE THAT LIVE AND WORK IN THE AREA, FOR THOSE THAT JUST HAPPEN TO BE TRAVELING BY, AND FOR ANYONE THAT CARES TO MAKE THE BALDWIN ST. BISTRO THEIR NEW HOME WHILE AWAY FROM HOME.

PRODUCT OR SERVICE DESCRIPTION

INDUSTRY AND MARKETPLACE ANALYSIS

INDUSTRY ANALYSIS

MADISON IS A TOWN THAT LOVES AND SUPPORTS ITS GOOD RESTAURANTS/BARS. OUR CITY IS A LEADER WHEN IT COMES TO DINING ESTABLISHMENTS PER CAPITA.

MARKETPLACE ANALYSIS

THE MARKET. [NEAR EAST SIDE]

MARKET TRENDS. [BUSINESSES IN THE AREA DO WELL WHEN QUALITY/SAFETY FACTORS UPHELD AND EXPECTATIONS EXCEEDED, WHICH IS OUR GOAL.]

CUSTOMER ANALYSIS

DIRECT CUSTOMERS [NEAR EAST SIDE NEIGHBORHOODS, BALDWIN STREET RESIDENTIAL CUSTOMERS, EMPLOYEES IN THE EAST. WASHINGTON/BALDWIN STREET AREA WITHIN A 2 BLK RADIUS EA. DIRECTION, MANY FAMILY AND FRIENDS IN AND AROUND MADISON AS WELL AS FORMER CUSTOMERS OF FRIENDLY TAP AND PUG MAHONES WHO CAN'T WAIT TO SEE SOMEONE RECLAIM THE SPACE]

INDIRECT CUSTOMERS [PASSERSBY ON E. WASHINGTON AVENUE, VISITORS TO MADISON AREA WHO MAY NOT OTHERWISE KNOW OF VENUES IN AREA, WORKERS VISITING NEAR EAST SIDE, SUN PRAIRIE AND OTHER OUTLYING RESIDENTS TO MADISON'S NORTH, EAST AND SOUTH COMING IN OFF OF I 90/94]

COMPETITOR ANALYSIS

DIRECT COMPETITORS [AVENUE BAR, THE BRINK LOUNGE, RESTAURANTS ON BOTH W. JOHNSON AND WILLIAMSON STREETS (VENUES SUCH AS WEARY TRAVELER, WILSON ST. GRILL)]

OPERATIONS

OPERATING EXPENSES

\$5200 per month

DEVELOPMENT

DEVELOPMENT STRATEGY

DEVELOPMENT TIMELINE

1/1/11

DEVELOPMENT EXPENSES

\$50,000

MANAGEMENT

COMPANY ORGANIZATION

EHLIN, LLC

MANAGEMENT TEAM

SCOTT EHRLINGER, JOHN EHRLINGER, CATHY?

ADMINISTRATIVE EXPENSES

SUMMARY OF FINANCIALS

FINANCIAL ASSUMPTIONS

FINANCIAL FORECASTS

CAPITAL REQUIREMENTS

\$100000

FINANCIAL RISKS

EXIT STRATEGIES

OFFERING

INVESTMENT REQUIREMENTS

\$350,000

VALUATION OF BUSINESS

\$350,000

Resumes of Management Team

Financial Statements

- Income Statement [5 years]
- Balance Sheets [5 years]
- Cash Flow Statements [5 years]
- Ratio Analysis [5 years]
- Other supporting financial statements