

**BUSINESS PLAN**

**BarleyPop Tap + Shop**

**Growler / Tap Room / Bottle Shop Concept**

**Jason Hajdik, Owner**

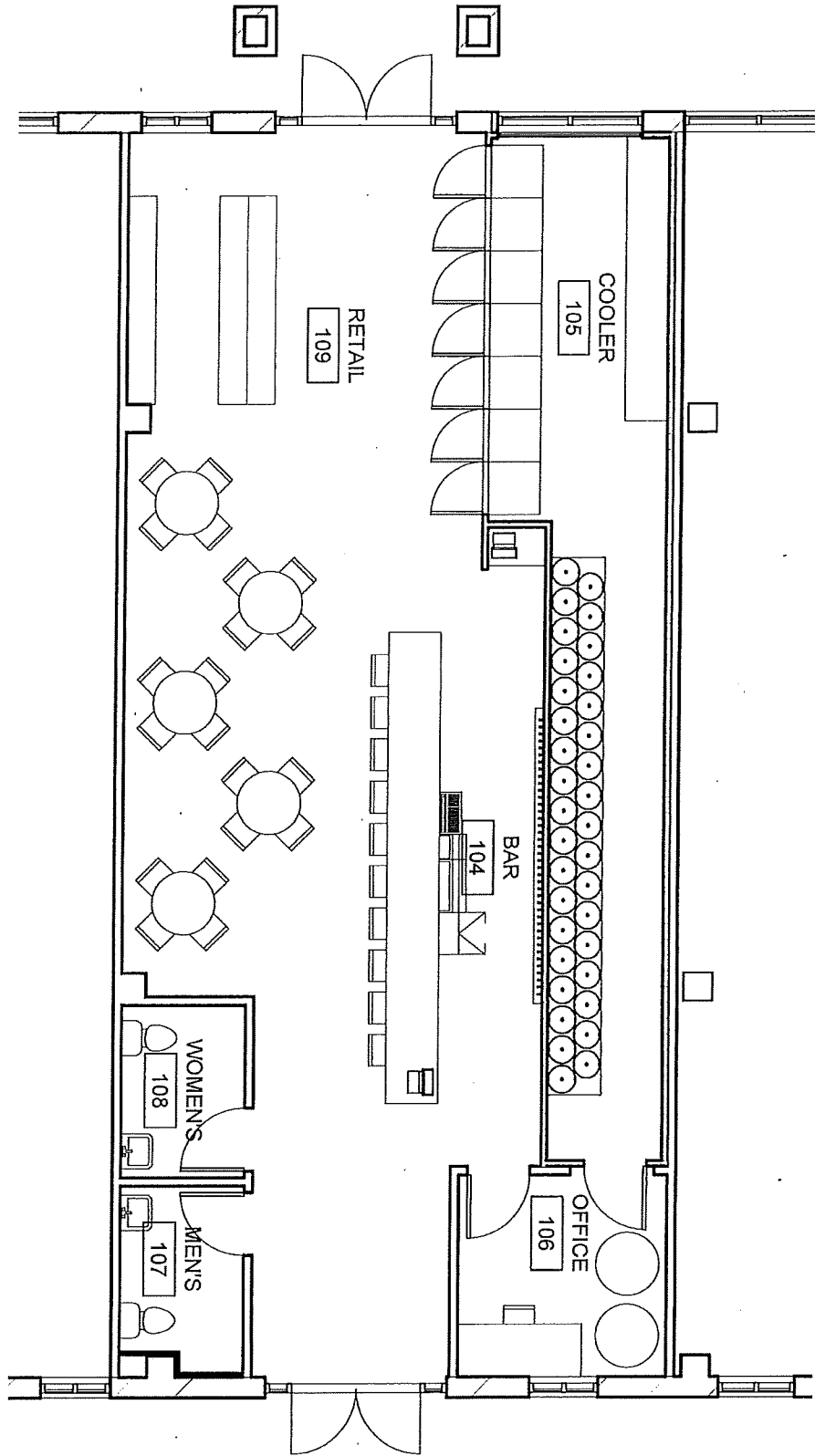
# **1. EXECUTIVE SUMMARY**

## **1.1 Product**

This concept is a hybrid business best described as a combination tap room and bottle shop, specializing in craft beer sales for both on-premise and off-premise consumption. On-premise products will be pints and flights served from a fifty tap draft setup. Off-premise sales will consist of traditional packaged bottles and cans sold with easy access via a cooler and shelving, but also be heavily based around selling draft beer in growlers and crowlers. In this exploding craft beer market, many customers are seeking to bring fresh beer home that cannot traditionally be found in pre-packaged bottles and cans.

## **1.2 Customers**

Our target audience is a diverse group consisting of those already knowledgeable with craft beer that want to expand their horizons to those who might just be getting started and need more assistance than a traditional tavern or liquor store can provide. Similar to specialty wine shops, by focusing only on craft beer we can provide a higher level of knowledge and expertise for customers on either end of the knowledge range. Our versatile serving options will fit a wide range of buyer personas including having a pint in a relaxed environment, picking up a six-pack or two, or wanting something more unique in a growler for a dinner party or gathering.



JASON HAJDIK  
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FLOOR PLAN

Date 8/10/2015  
 Scale 1/8" = 1'-0"

REV OF NO. COMMENTS