



Business Outline

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For **Sam Ai Nong LLC**, Doing Business As, **Sern Sapp Restaurant**

Date: April 17, 2025

Location: 1146 Williamson Street Madison Wisconsin 53703

1. Business Overview

Business Name:

Sern Sapp Restaurant

Business Concept:

Sern Sapp Restaurant is a Lao-inspired restaurant offering traditional Lao cuisine enjoyed by locals and raved by traveling tourist visiting Laos. Our operational approach initially will be lunch service model, followed by catering services, festival events and eventually expanding into limited evening dining hours.

The facility will be used for daily lunch operations, catering prep, and evening service on select days as we expand.

2. Operational Plan

Business Model:

Phase 1: Lunch Dining (Primary Focus)

Open 6 days a week from 11 AM – 2 PM for dine-in and takeout.

Serve a fixed menu of traditional Lao dishes with rotating weekly specials.

Use social media and word-of-mouth marketing to build a loyal customer base.

Phase 2: Catering Services (Expansion Stage)

Offer catering for corporate events, office lunches, and private parties.

Provide customized menus for special events.

Utilize the facility for prep work and order fulfillment outside of lunch hours.

Phase 3: Evening Dining (Future Growth)

Introduce limited evening hours (2–3 nights per week, 5 PM – 9 PM).

Expand menu options to include specialty Lao dishes, small plates, and seasonal offerings.

Host private dining experiences, themed pop-up dinners, and ticketed events.

Partner with local breweries and wineries for curated drink pairings.

Facility Usage Needs:

We propose utilizing the facility as:

- ✓ A fully operational lunch restaurant (6 days a week, 11 AM – 2 PM).
- ✓ A prep kitchen for catering services outside of lunch hours.
- ✓ An evening dining space (starting 2–3 nights per week, 5 PM – 9 PM).
- ✓ A storage area for dry and refrigerated ingredients.

Projected Facility Usage:

Lunch Dining: Monday – Saturday, 11 AM – 2 PM.

Catering Prep: Flexible, based on scheduled events.

Evening Dining (Phase 3 Expansion): Initially 2–3 nights per week, 5 PM – 9 PM.

Storage Needs: Refrigeration and dry storage for bulk purchasing.

3. Market & Demand

Target Audience:

Lunch Crowd: Office workers, university students, and local professionals.

Corporate Clients: Businesses looking for unique catering options.

Evening Diners & Food Enthusiasts: Madison residents seeking a new and exciting dinner experience.

Health-Conscious & Adventurous Eaters: Customers looking for fresh, authentic, and unique flavors.

Competitive Advantage:

Authentic Laotian Cuisine: A unique, underrepresented cuisine in Madison.

Flexible Business Model: Lunch and catering create early cash flow before expanding into evening dining.

Exclusive Dining Events: Unique ticketed pop-ups and seasonal dining specials create excitement.

4. Financial Plan & Facility Contribution

Revenue Projections:

Lunch Dining:

Low Estimate: 10 customers per day ordering \$15.50 meals.

High Estimate: 30-40 customers per day + 100 customers on peak days.

Catering Services:

Small Orders: \$500 per event.

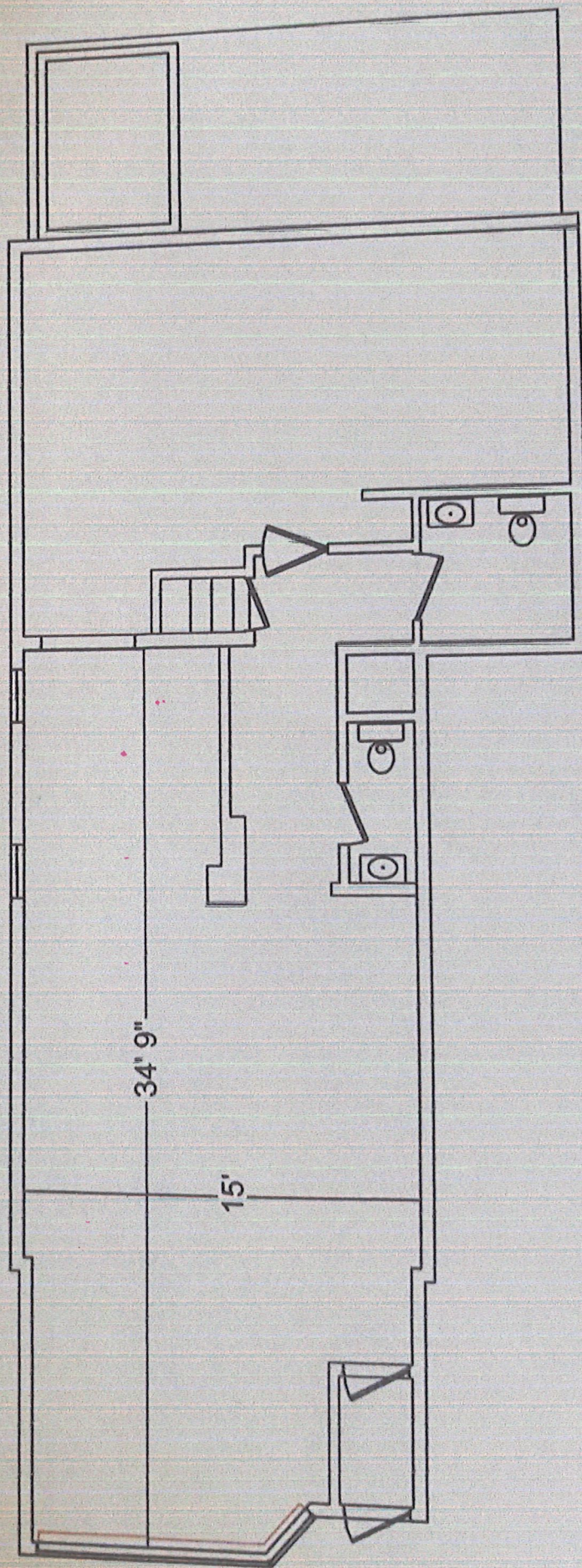
Large Corporate Events: \$1,500+ per event.

Evening Dining Expansion (Phase 3):

Projected Revenue: 25-50 customers per night with an average ticket of \$25-\$40 per person.

Special Events: Ticketed dinner nights or seasonal menus at \$50+ per ticket.

Floor plan layout
1146 Williamsen St.



Menu

Spring Rolls, Crepes, Salads

1. *Nam Khoa*- A Southeast Asian delight, steamed rice flour batter stuffed with seasoned mince shiitake mushrooms, scallions and other herbs topped with crispy fried garlic and crush peanuts. Choice of pork or tofu, served with sweet-n-sour house sauce with a touch of spice.
2. *Nam Dip* – Fresh Spring Rolls. Variety vegetables with somen rice noodles served with house sauce.
3. *Tum Mak Houg*- A regional favorite, traditional pungent umami papaya salad bash in aromatic herbs and spices, zesty sweet and sour with a hint of fish sauce.
4. *Tum Mee*- A local Lao street favorite bash of all unique flavors and SPICES..herbs and spices mixed with somen noodles, mouth watering to die for!
5. *Yum Pak* – Vegetable (in season veges) mix with our house sauce. Add Asian ham or crispy tofu to make it a meal.

Noodles

*Unless specified in entrees below, all dishes can be made with the following proteins Beef, Chicken, Pork, Tofu, Shrimp, and Seafood Combo.

1. *Pho* - A Vietnamese original but made more delicious in our kitchen and very much like home in Laos!! Wide noodles or regular noodles, your choice. Side of vegetables with dipping sauce included. Add additional (\$1.50/item) protein - Tripe, Crying tiger, Tendons, extra Beef
 - a. *Vegetable Pho with vege broth can be accommodated.
2. *Pho Hang* - Broth on side -same as above
3. *Khao Biek Sen*- A gloomy days favorite! Thick udon noodles in a thick broth. Chicken, Beef, Pork or Tofu. Served with a side of in season vegetable and dipping sauce.
4. *Khao Biek Khao* – Lao style Congee, rich thick and well-seasoned bowl of this unique rice soup. Made with only ground pork or with fried crispy tofu topped with fungi mushrooms and a sprinkle of scallions.
5. *Khua Fer*- Stir fried wide egg noodles mixed with seasoned vegetables in our mixed oyster lemongrass garlic, black soy sauce.
6. *Khao Poon*- A local street favorite! Thick Curry broth on somen noodles with mixed vegetable. Fish, Beef, Chicken, Pork or Tofu

Stir Fries and Local Lao Specialties

*Unless specified in entrees below, all dishes can be made with the following proteins Beef, Chicken, Pork, Tofu, Shrimp, and Squid or Seafood Combo and served with steam rice.

7. *Khua Phut Sa Pao* – Well seasoned stir fry served with side of rice. Minced choice of protein stir fried in with unique aromatic vegetables.
8. *Khua Phet Kieng* – Ginger stir Fry
9. *Khua Nor Mai* – Bamboo stir fry. Another aromatic flavored dish from home. Spice it up a notch and your eating like a local!
10. *Khua Ka Moo* – Sweet tender Roasted Pork leg served on steam rice with side of steamed vegetables and house sauce.
11. *Khua Phuk Ga Ti* – Vegetable tofu stir fry with our thick curry sauce.
12. *Khao Mun Gai* – Steam riced cooked in chicken broth for added richness and flavor. Served with steamed tender chicken side of veges and house sauce.