



City of Madison Liquor/Beer License Application

On-Premises Consumption: Class B Beer Class B Liquor Class C Wine
Off-Premises Consumption: Class A Beer Class A Liquor

32672

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

- Sí, lenguaje _____
 No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

2. This application is for the license period ending June 30, 20 15.
 3. List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

Active Entertainment LLC

4. Trade Name (doing business as) Sensations
 5. Address to be licensed 901 Applegate Rd Madison WI 53713
 6. Mailing address 901 Applegate Rd Madison WI 53713
 7. Anticipated opening date 1/15/2014

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____

9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

10. Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and records. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.

Beverages will be served in 2 parts of premises: Restaurant and bar. There will be wait staff that will serve beverages in restaurant. Beverages will be stored in cooler/refrigerator in kitchen, bar and walk in freezer down stairs.

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P-309

* 11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 178

13. Describe existing parking and how parking lot is to be monitored.

12 parking stalls located in back of restaurant, lit with (3) 1000 HED lights and 4 motion sensor cameras. Security at all entrances

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to _____ (name of licensee)

* 15. Attach copy of lease.

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

16. Name of liquor license agent Jessica L. Fleischmann

17. City, state in which agent resides Madison Wisconsin

18. How long has the agent continuously resided in the State of Wisconsin? 31 yrs

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed _____

21. State and date of registration of corporation, nonprofit organization, or LLC.

Wisconsin September 8th, 2013

22. In the table below list the directors of your corporation or the members of your LLC.

Attach background check forms for each director/member.

Title	Name	City and State of Residence
<u>Owner</u>	<u>Jessica Fleischmann</u>	<u>Madison WI</u>

23. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

Jessica Fleischmann

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) _____
25. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?
 No Yes (explain) _____

Section D—Business Plan

26. What type of establishment is contemplated?
 Tavern Nightclub Restaurant Liquor Store Grocery Store
 Convenience Store without gas pumps Convenience Store with gas pumps
 Other _____
27. Business description See attached business plan.

28. Hours of operation 11am - 12am M-F; Sat 11am - 1am; Sun 12 - 10pm
29. Describe your management experience _____

30. List names of managers below, along with city and state of residence.
Jessica Fleischmann Madison Wisconsin
Ashford Williams Madison Wisconsin
31. Describe staffing levels and staff duties at the proposed establishment Owner/manager
Kitchen manager, Wait staff, Shift supervisor, Head of
Security, promotion and marketing.
32. Describe your employee training Hostess training, Menu training
registers, bar tending, opening/closing duties, banking,
payroll, house keeping, customer service.

33. Utilizing your market research, describe your target market.

Described in business plan.

34. Describe how you plan to advertise and promote your business. What products will you be advertising?

Newspaper, radio ads, tv slots, word of mouth referrals, social media, face to face business promotions

35. Are you operating under a lease or franchise agreement? No Yes

36. Private organizations (clubs): Do your membership policies contain any requirement of "invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin?
 No Yes

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

37. Do you plan to have live entertainment? No Yes—what kind? _____

38. What age range do you hope to attract to your establishment? 25-40

39. What type of food will you be serving, if any?
 Breakfast Brunch Lunch Dinner

40. Submit a sample menu if applicable. What will be included on your operational menu?
 Appetizers Salads Soups Sandwiches Entrees Desserts
 Pizza Full Dinners

41. During what hours of operation do you plan to serve food? 11am-1am

42. What hours, if any, will food service not be available? none

43. Indicate any other product/service offered. none

44. Will your establishment have a kitchen manager? No Yes

45. Will you have a kitchen support staff? No Yes

46. How many wait staff do you anticipate will be employed at your establishment? 6

During what hours do you anticipate they will be on duty? 10pm-2am

47. Do you plan to have hosts or hostesses seating customers? No Yes

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? 20
 How many bartenders do you anticipate having work at one time on a busy night? 8
49. Will there be a kitchen facility separate from the bar? No Yes
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
51. What type of cooking equipment will you have?
 Stove Oven Fryers Grill Microwave
52. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?
 No Yes
53. What percentage of payroll do you anticipate devoting to food operation salaries? 28%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? See business plan
 What percentage of your advertising budget do you anticipate will be drink related? 0%
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes not yet determined
56. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? No Yes
57. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. New establishments estimate percentages:
30 % Alcohol 60 % Food 10 % Other
58. Do you have written records to document the percentages shown? No Yes
 You may be required to submit documentation verifying the percentages you've indicated.

Section F—Required Contacts and Filings

59. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. No Yes
60. I understand that I am required to host an information session at least one week before the ALRC meeting. No Yes
61. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. No Yes
62. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. No Yes
63. I agree to contact the Alcohol Policy Coordinator prior to the ALRC meeting. No Yes
64. I agree to contact the neighborhood association representative prior to the ALRC meeting.
 No Yes

65. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] No Yes
66. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in section 2, above. [phone 608-266-2776] No Yes
67. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?
 No Yes

Section G—Information for Clerk's Office

✓ 68. State Seller's Permit 456-1028073915-02

✓ 69. Federal Employer Identification Number 46-8714697

70. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person Ashford Williams

E-mail address ashfordwilliams@live.com

Phone 608-217-6737 Preferred language English

71. Corporate attorney, if applicable: Name N/A

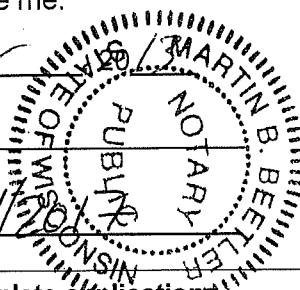
Phone N/A E-mail N/A

Read carefully before signing in front of a notary: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 26 day of December

[Signature]
 (Clerk/Notary Public)

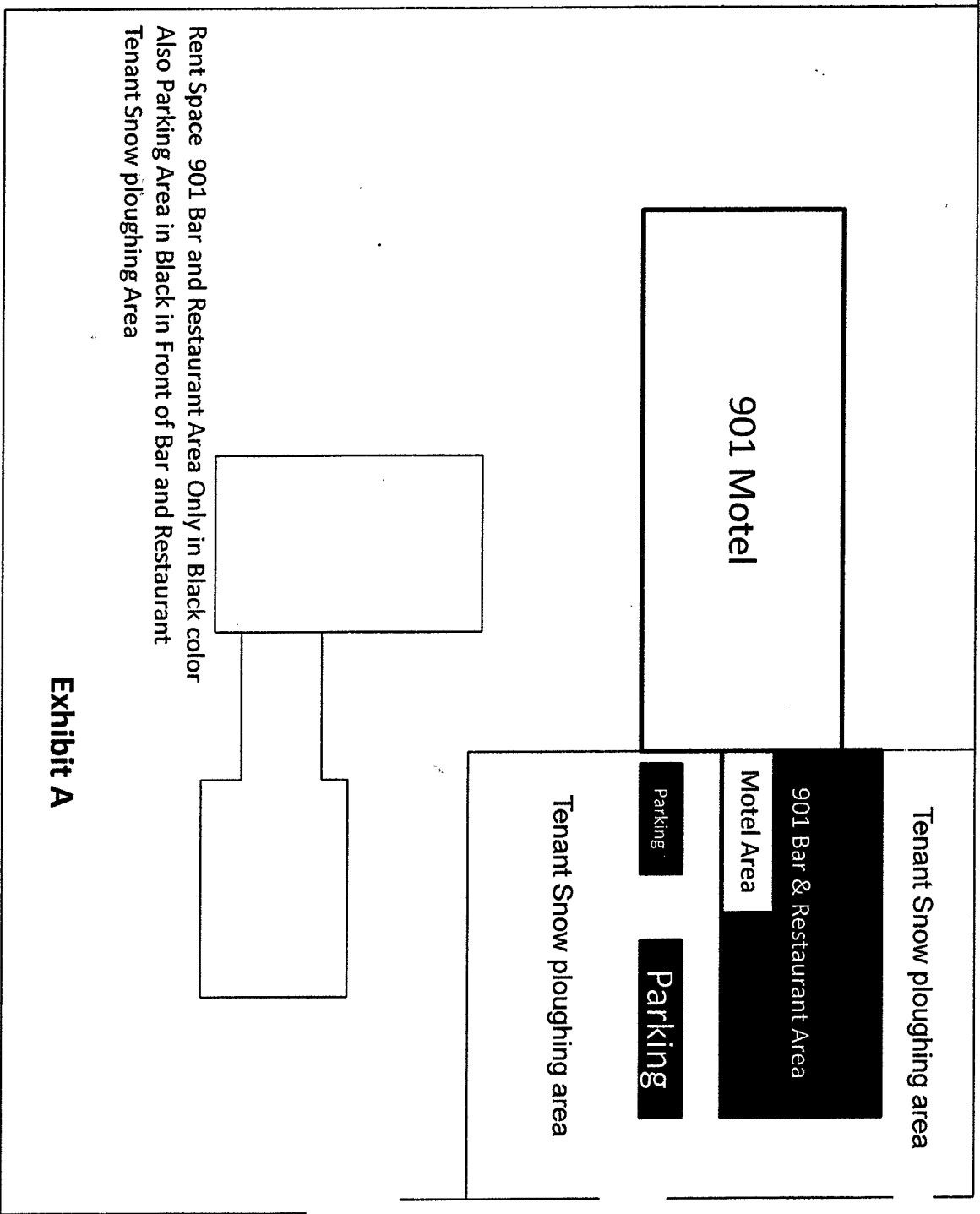


[Signature]
 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

My commission expires 04/01/2017

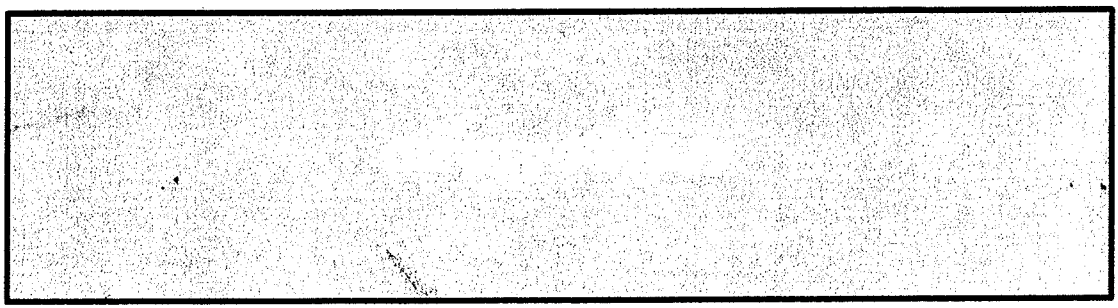
Clerk's Office checklist for complete applications		
<input type="checkbox"/> Orange sign <input checked="" type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input checked="" type="checkbox"/> Notarized application <input checked="" type="checkbox"/> Written description of premises	<input checked="" type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input checked="" type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____		Date license granted by Common Council _____
Date provisional issued _____	Date license issued _____	License number <u>WICLB-201301052</u>

PO-309
 AD-14-5 tra.cpa



Rent Space 901 Bar and Restaurant Area Only in Black color
 Also Parking Area in Black in Front of Bar and Restaurant
 Tenant Snow ploughing Area

Exhibit A



AKTIVE ENTERTAINMENT LLC. MARKETING PLAN

Executive Summary

The working purpose and overall goal of the marketing plan is to: (1) analyze South Side Restaurant and Lounge current situation, (2) determine strategies for reaching potential clientele; and (3) develop marketing tactics and an implementation plan.

The marketing project opens with an analysis of the company's current situation, including a review of its internal and external environment, which yields information regarding current company strengths and weaknesses along with opportunities and threats present. Aktive ENT. LLC's primary strengths are in the areas of its staff and expertise. Its weaknesses include consumer perception that the business is just a restaurant & lounge and has a limited menu even for catered events and the company is not that well known in the area. The opportunities presented include a growing marketplace. The primary threat is a large number of competing firms in the area.

The marketing goal for Aktive ENT. LLC is to become a viable company in the restaurant business in the Madison area serving both individuals and businesses with high quality food service. The marketing strategy will begin with offering high quality food and high quality, on-time service. The distribution strategy will be to sell via direct sales and to expand via word of mouth endorsements. In the future, indirect marketing through florists, banquet halls and many others will be pursued.

The primary emphasis will be on advertising and promotion. Aktive ENT. LLC should begin a targeted advertising campaign and develop a colorful brochure that illustrates the company's services. Personal selling and a presence at trade shows should be used to enhance the image. It will be important to reach the three distinctive markets that Aktive ENT. LLC seeks to serve. Implementation and control measures are outlined in the conclusion of this report.

Current Situation

Presently, Aktive ENT. LLC carries out every aspect of the restaurant process. Food prep, cook, service with a mixture of a social atmosphere and colorful menu.

Internal Environment

An analysis of the current situation of Aktive ENT. LLC includes examining the company's internal environment, competition, and customers. The mission statement reads, "Aktive Ent. LLC is dedicated to providing service for our customer base in the Madison area. Aktive ENT. LLC is committed to providing high quality and reliable services to existing and potential customers"

Though Aktive ENT. LLC is a new business with little name recognition in the restaurant market, the opportunity for exposure and interest is increasing, Restaurants are widely used for many different occasions, and the demand for this service is continuously increasing.

In developing the restaurant, we investigated the current market and current trends for food services. There are various events in need of a restaurant including, but not limited to weddings, banquets, graduation parties, engagements, showers, and political rallies. The market appears to be saturated with a variety of food vendors. Despite this saturation, we will be successful because we believe we have the right business and marketing plan to succeed.

With regard to resources, Aktive ENT. LLC has an established facility in working condition. The current production capacity for Sensation's is to serve 1,000 + customers per month. The business concentrates on a high-quality production method which means the company has the opportunity to focus on the quality section of the market.

When we open, the restaurant we will utilize our brand new kitchen equipment which includes 1 6 ft. Flat-Top Grille with new hood and a four double din fryer bin. Supply costs will go down the second year, after the initial costs for purchasing serving equipment has been absorbed.

External Environment

The demand for restaurant services tends to fluctuate during the year, primarily because food services reach peak demand for special occasions. Demand increases during holidays and during the spring and summer for weddings. The majority of weddings are held from May through August of each year. During this past year approximately 2,656 wedding ceremonies were performed in Dane County according to The Wisconsin Department of Health Services.

Additional events that utilize food services are political parties, corporate parties and banquets, and private parties. Again, these tend to have higher concentrations during the spring and summer, and around holidays. Restaurants for political parties increase prior to local, state, and national elections.

Restaurant services are culturally diversified in the types of food dishes it provides in order to meet all of the customers' tastes and preferences. The most common requests are for:

- American-style food
- Mexican-style food
- Seafood
- Oriental-style food
- Italian-style food

Social-cultural trends indicate an increasing demand for food service. An increase in dual income households creates greater discretionary funds for private events. Tied closely to this is the lack of time and busy schedules. It is easier and more convenient to go out to eat than the hassle of going to the grocery store, standing in line, cooking the food and cleaning after words. This is also true for many other special events. Such as Holidays & Sports Events. Restaurants are the most socially accepted method of serving food and any preparation of food would be viewed less favorably.

Although the economy has affected the number of restaurants, the growth in the business sector in the Madison area has created a greater demand for food services. These events vary from a recognition dinner that might have 25 guests to major corporate events that will have attendance of 1,000 individuals.

Competitive Environment

Sensation's main competitors are full service restaurants & lounges such as Granite City, TGI Friday's and Pedro's. The food service business consists of four levels of competitors. At the top level are full service restaurants that have a larger variety of menu items and bottle services. Also are involved in event planning. They handle the entire event, including the food. The second level of competitors is full-service caterers who do not offer event planning services. They only care for the food and tables at the event. The third level of competitors is restaurants that also offer catering services. One thing that separates us from others is, most of these restaurants tend to be limited by the types of foods served at the restaurant, we can handle any food selection are customers would like. The lowest, or fourth tier, are restaurants, primarily fast food operations and grocery stores, that prepare catering food trays for customers who are concerned about expenses.

The top tier of food services target large businesses and the high-income residents in the area. Granite City and TGI Friday's are the market leaders in this sector of the market and control the largest market shares of the restaurant/lounge business.

It is the second tier of competitors that offer food, service, and prices that are comparable to Sensation's. The location of Sensation's will help create a positive image for Aktive ENT. LLC. For most food services awareness and recognition are the keys to success. Few companies, except the large ones, spend money on marketing and advertising. This is especially true for the bottom two tiers, restaurants and grocery stores. They simply post signs in their business about the different services.

All of the companies in the first two tiers have yellow page ads or listings. Some of the higher-end restaurants also place a listing under catering to inform potential customers they do provide other services as well. A few of the companies advertise in the newspaper, especially in the spring and summer and around holidays. A select few have agreements with other types of services to generate leads, such as bridal shops, photographers, florists, and bakery shops.

Customer Analysis

Aktive ENT. LLC maintains a full service operation. This service offers a menu selection, food prep, cook and wait staff to customers. The customer then selects the exact item for themselves. Each patron can be charged by dish or as a group.

The food service will operate out of the restaurant located at 901 Applegate Road in Madison, WI. Sales will be to individual customers or businesses that will either dine at the restaurant or through customers of the restaurant who have heard about our amazing service. Sensation's served primarily American food which means that most of the business has been for events featuring American cuisine.

The SWOT analysis involves reviewing Aktive ENT. LLC's strengths and weaknesses. The

opportunities and threats were taken from the environment in which Sensation’s will operate. Most of the material in this section has already been covered, but it is beneficial to summarize it here. The figure below provides a table that highlights the results of the SWOT analysis.

<i>Strengths</i>	<i>Weaknesses</i>	<i>Opportunities</i>	<i>Threats</i>
Solid, Strong Leadership	Image as just a restaurant, caterer	Growing local business economy	Large number of competitors
Experience in food preparation	Low awareness of Restaurant/ Lounge business	Changing cultural/social acceptance	Low-end suppliers with lower prices
Solid customer base from Sensation’s Service	Image of just “American” cuisine	Recovering U.S. economy	
Ability to also host the catered events			
Marketing Plan			

Aktive ENT. LLC has solid, strong management with considerable experience in food preparation as well as event planning. The company has a vast knowledge in marketing for the catering service to make it a viable competitor in the marketplace.

While being tied with Sensation’s and planning business provides some experienced financial benefits, it also is currently a minor weakness. The types of food served at Sensation’s and the type of clients being served illustrate the restaurant service has an image of being tied with an American-style cuisine and as a result is a food service that specializes in American food.

The growing local economy and changing cultural acceptance of catering services provides Aktive ENT. LLC with an opportunity to expand the business, despite the threat of a large number of competitors. If Sensation’s can disassociate itself from the restaurant this will reduce competition from the low-end market providers and allow Aktive ENT. LLC to increase their prices and provide a higher level of service.

Marketing Objectives

Marketing goals outline the purpose of a company and then marketing objectives act as a guide whereby the firm can evaluate its marketing decisions and performance. Based on the analysis of Aktive ENT. LLC, the following marketing goal is set forth for this marketing plan.

The marketing goal for Aktive ENT. LLC is to become a viable company in the food service business in the Madison area serving both individuals and businesses with high quality food and service.

Objectives are used to evaluate the performance of a business and the success of the marketing plan. The following objectives of Aktive ENT. Are to set goals in sales, profit, image, and customer awareness to be reached within one year.

1. **Sales:** To generate revenues totaling \$120,000 during the first year.
2. **Awareness:** To have 20% of area businesses and organizations, and 25% of middle to high-income individuals in the local target market aware of the product and services offered by Aktive ENT. LLC during the year.
3. **Image:** To have 50% of the individuals and businesses who indicate they are aware of Sensation's to also indicate they see it as a full-service restaurant that provides a full array of foods and services.

Long-term objectives (3 years)

1. **Sales:** To generate revenues of \$360,000 within 3 years.
2. **Profits:** To generate a net profit target of 10% by the end of 3 years.
3. **Awareness:** To have 60% of area businesses and organizations, and 75% of middle to high-income individuals in the local target market aware of Aktive ENT. LLC.
4. **Image:** To have 75% of the individuals and businesses who indicate they are aware of Sensation's to also indicate they see it as a full-service restaurant that provides a full array of foods and services.

Target Market

The clientele of Sensation's can be divided into two segments. The first segment is the individual who has a desire for social contact through social events and celebrations. This group is made up of upper middle class married individuals who seek social and cultural acceptance. They are very brand loyal because of their higher income status. This group of individuals may also have certain family characteristics. They would have the presence of children who will in the future engage in social activities. Their activities would include social events, entertainment, and shopping. Their interests include such subjects as family, home, and community. Opinions and views they hold about themselves and the world around them are social issues, culture, products, and the future.

The second segmentation of the target market includes areas small to mid-size businesses and organizations, both profit and nonprofit. This group consists of organizations and businesses that engage in community and corporate affairs. They spend more money and offer more events than the previous segment. Their activities include work, social events, and entertainment. Their interests include such items as jobs and the community. The businesses' and organizations' opinions and views they hold are politics, business, products, economics, and the future.

Marketing Strategies

Sensation's offers great food and a unique customer service to businesses and small to medium consumer groups. The overall strategy is a growth strategy with a concentration on creating awareness. The concept of the awareness strategy is to start in a local market through an integrated marketing approach and then use the experience and positive word of mouth to move into subsequent markets. In the case of Sensation's, we suggest starting in the previously defined

Madison area. Once the market is established, Aktive ENT. LLC can consider branching into other nearby areas, such as Middleton, Sun Prairie, and Verona.

Product Strategy

Sensation's offers top quality food and beverages with high quality service. Sensation's guarantees exceptional goods and services, and assures each customer that their satisfaction is top priority.

Although Sensation's offers services comparable to many of the other restaurant's in the surrounding areas, we have yet to develop a strong reputation for our company. There are approximately a dozen advertised restaurants in the surrounding areas, all of which offer basically the same services, which include a wide variety of entrees to choose from, preparation of food and beverage, delivery of food and beverage, and servers to serve the prepared meals.

We recommend that Sensation's offer a full-line food service as opposed to the basic food service offered by most of the area establishments. We refer to this type of service as a turnkey service. A turnkey food service offers more than just the basic food preparation, and can offer services such as providing stemware, flatware and dinnerware for the meals, tablecloths and centerpieces for the decoration. Everything from basic food preparation to entertainment for the evening can be included in the list of services offered. Managements experience with food planning provides us with expertise in this area and yet does not involve planning for an entire event.

Distribution Strategy

Sensations will be located at 901 Applegate Road in Madison, WI. By using this location for the restaurant it allows us to expand our operation with minimal costs. With the food service being run out of the same building as the lounge, we will benefit from sharing resources and cross promoting.

Sensation's, being a restaurant service, deals mainly in direct sales, and promoting via word of mouth. Updating the website may allow large groups and companies, as well as individuals, to learn more about Sensation's and our capabilities. Potential customers can go to the website to have access to the services offered, the unique items and possibilities, and discover the "who, what, when, where, and how" information about the business.

Indirect sales could also be an option for Sensation's. By networking through florists and banquet halls and social media more contacts can be made.

Promotion Strategy

To increase market share as well as gain profits, Sensation's should establish an aggressive awareness campaign using newspaper advertising, social media, residential door hangers, tradeshow, networking, personal selling, and website partnerships.

It is suggested that Sensation's consider expanding its advertising endeavors by placing ads in the local newspaper. Regular advertising should especially be considered during the spring and summer months when food services peak. Advertising during other times of the year can

help increase brand name recognition.

We recommend that Sensation's develop a colorful brochure for business.

These brochures should be designed for sales calls, tradeshow, and inquires. Trade shows are an excellent venue for reaching consumers and businesses. We will carefully choose tradeshow that will maximize the company's exposure. A trade show involving business attendees would be good to reach the business community.

A personal selling strategy should be used to introduce the firm to local businesses as well as networking with establishments such as Birgstrom Cadillac, 2 Men & A Truck, Monarch Media Design all located within a half mile of location. This type of strategy should begin with personal letters containing information about the company and its services. These letters should be followed by phone calls in order to set up a sales appointment. These sales appointments should include a presentation of the services offered and should be followed up by a personal phone call.

The website will assist in creating better recognition and acquiring more customers. It is important for the website to be linked with other services. Creating mutual link partnerships with local businesses can benefit both parties.

Pricing Strategy

At the present moment, Sensation's is equivalent or competitive with the other restaurants in the market. As Aktive ENT. LLC market share grows; the company should increase prices to relocate to the upper tier of food services. Not only does this increase revenue, but it also may enhance the prestige and image of the company.

Marketing Tactics

The marketing strategy should begin with the development of an advertising awareness campaign. Working with a local agency or a free-lance creative artist, a series of newspaper ads should be designed. Sensation's serves three distinctive markets. Advertisements should be designed to reach each market. If funds exist, it would be helpful to design two or three ads for each market, so they can be rotated. Once these are designed, we will negotiate with local newspaper for regular advertising space with a heavier emphasis during the spring and summer months.

Coinciding with the development of the newspaper ad campaign should be the development of a color brochure. The brochure should be high quality and created by a professional agency or service. It should reflect the high quality service and food that Sensation's offers. This brochure will be used for sales calls, tradeshow, and inquiries about the food service.

Working with the Chamber of Commerce and other local organizations, Sensation's should make a list of all tradeshow in the area. An analysis of each trade show should be conducted especially in terms of who attends and how well the attendees match Sensation's three target markets. Depending on the costs of hosting a booth, Sensation's should select a variety of shows that will allow the company maximum exposure. To attract attention to the booth, Sensation's should offer a contest or sweepstakes offering a free dinner for two as the prize. This goal is to

generate interest and collect names of individuals and businesses that can be entered into a database and solicited in the future.

In conjunction with the design of the advertisements, brochure, and direct mail offer, Sensation's will retain a company or individual to redesign the company's website. The site should be of high quality and the look, graphics, and feel need to match the brochure and newspaper ads being designed. Everything will be integrated and offer the public the same image of the company.

Once all of these advertising and marketing pieces have been created, we are ready to start making sales calls. We should start with the businesses that surround Sensation's then move to businesses that Sensation's would work with. At the same time, we should follow up business leads obtained from the trade shows and social media.

The final component of the awareness campaign being recommended is the development of a follow-up letter and survey to consumers and businesses that have attended Sensation's Lounge. The letter should thank them for their business. The survey should solicit information about the quality of the service and the customer's experience. The final component of the survey should ask for friends or business associates that we can contact and provide information and a brochure. To encourage customers to complete the survey and provide referrals, a voucher for two to Sensation's restaurant should be sent to every person that books a special event. This allows for that person and his or her significant other to enjoy a nice "thank you" meal at Sensation's.

Implementation

Before launching this marketing strategy, we will develop a calendar noting when each component will be developed. In addition, we will estimate the costs of each component. To ensure a successful completion of the marketing strategy, funds will be earmarked for each component. By spreading the costs over a year, we can use monies generated by the business to support the marketing effort. It may also be necessary to borrow some cash to ensure the marketing plan timetable is followed.

Evaluation and Control

The company's performance will be evaluated in four key areas: sales, profits, awareness, and image.

In sales performance, actual sales should be compared to the sales objective. This can be completed at the end of each quarter. We will then look to see whether the company is on target to reach the first year sales goal. In addition to reviewing sales figures, the management can examine the number of clients served to see if any increase in sales was due to more clients and/or clients spending more per event. Company sales should be compared to the industry average and that of competitors, if this information can be obtained. Careful records and detailed reports on performance will assist the monitoring process.

For profit performance, the sales revenue and costs from the previous year should be compared to that of the current year. Actual and estimated profits should also be compared to determine differences. A cost control system should be developed to maintain costs that remain

within the specified budget. This will help to control profitability within the business. The investments in marketing during the year will make it more difficult to turn a profit the first year. But, by year two and year three of this marketing plan, a profit should be generated with the objective of earning a 10% net profit by the end of year three.

Awareness should be measured on a regular basis. This will be conducted by a marketing research firm or an independent agency to ensure validity of the study. The costs of retaining an outside company may be prohibitive until the end of each year. When it is financially feasible, it would be beneficial to conduct an awareness study. Hopefully this will occur at the end of six months, so corrections can be made if the company is not on target. The effects of advertising and the awareness campaign may be somewhat delayed. It will take time to get word out about the company.

The image component of the plan can be measured along with awareness. It should be measured at the end of each year to determine if the marketing campaign has changed or developed the image of the company.

Sensation's Menu

SANDWICHES

1. Deep Fried Grilled Cheese

Ingredients:

- 4 Slices Wheat Bread
- 4 Slices Swiss Cheese
- 4 Slices of Cheddar
- 8 Slices of Bacon
- 4 Slices of THICK Cut Tomato
- Cracked Sea Salt & Cracked Black pepper
- 1.5 Cups of Flour
- 1 Tbsp. Cajun Seasoning
- 1 Tbsp. Duffield Spice
- 1 Pint of your favorite ale or lager beer
- Tall 8 qt. or more Stock Pot

2. Pastrami on Rye

Ingredients:

- 8 Slices of Rye Bread
- 12 Slices of Pastrami
- 8 Slices of Swiss Cheese (can substitute your choice of cheese)
- Mustard and/or Mayonnaise of choice

3. Philly Cheese Stake

Ingredients:

- 2 Fresh Italian sandwich rolls or Kaiser buns, split in half crosswise
- 1 white onion, thinly sliced
- 1/2 large green bell pepper, thinly sliced
- 1 teaspoon minced garlic
- 1/2 teaspoon salt
- 1/4 teaspoon ground black pepper
- 1/2 pound rib-eye steak, very thinly shaved or sliced
- 1/3 pound thinly sliced white American cheese, or Provolone cheese OR 4 ounces melted cheese whiz
- Ketchup, optional topping
- Italian pickled peppers, accompaniment

4. Bacon Cheese Burger

Ingredients:

- Put bacon strips on a parchment-line baking sheet; put another pan on top. Bake at 400 degrees, 10 minutes, then uncover and bake 10 more minutes.
- Lightly mix 6 ounces ground beef chuck with a big pinch of kosher salt. Form into a ball, then into a 3/4-inch-thick patty; make an indentation in the center. Heat a cast-iron skillet over medium-high heat; sprinkle the skillet with salt.
- Cook the burger 4 to 5 minutes per side; top with 2 slices cheddar in the last minute of cooking (cover to melt). Serve on a sesame bun with the bacon.

5. Classic BLT

Ingredients:

- 4 Slices of Bacon
- 2 Leaves of Lettuce
- 2 Slices of Tomatoes
- 2 Slices Bread, Toasted
- 1 Tbsp. of Mayonnaise

APPATIZER'S

1. Chili Cheese Fries

Ingredients:

- 1 (32 ounce) Package frozen seasoned French Fries
 - 2 Tbsp. Cornstarch
 - 2 Cups of Low-Fat Milk
 - 1 Tbsp. Margarine
 - 8 Slices American Cheese, cut into pieces
 - 1 (15 ounce) can of Chili without beans (Hormel)
2. Chicken Finger's w/Ranch Dressing

Ingredients:

- 1/3 cup ranch dressing
 - 1 Tbsp. chopped fresh basil leaves
 - 1 cup Progresso Plain Panko Crispy Bread Crumbs
 - 1 package (14 oz.) uncooked chicken tenders (not breaded)
3. Fish Tacos

Ingredients:

- 1/2 cup reduced fat sour cream
- 1 Can (10 oz.) Ro*Tel Mexican Diced Tomatoes with Lime Juice & Cilantro, drained, liquid reserved
- 3 cups tri-color coleslaw mix
- 1-1/2 pounds tilapia fillets, thawed if frozen
- 1 tsp. ground cumin
- 1/2 tsp. salt

- 1 Tbsp. Pure Wesson Canola Oil
- 12 yellow corn tortillas (6 inch)

4. Onion Rings

Ingredients:

- 1 Large Onion, cut into ¼ inch slices
- 1 ¼ cups of All-Purpose flour
- 1 tsp. Baking Powder
- 1 tsp. Salt
- 1 Egg
- 1 Cup Milk, or as needed
- ¾ Cup Dry Bread Crumbs
- Seasoned Salt to taste
- 1 qt. oil for frying, or as needed

5. Queso Dias

Ingredients:

- 1 Tbsp. Butter
- 1 Tbsp. Cornstarch
- ¾ Cup Sour Cream
- 1 Cup shredded Cheddar Cheese
- 1 Tbsp. Salsa

6. Grilled Veggie Platter with Ginger-Mustard Dip

Ingredients:

- 1 small zucchini
- 8 fresh asparagus spears (about 3/4 lb.)
- 1 medium red bell pepper
- 1 tablespoon olive or vegetable oil
- ½ cup mayonnaise or salad dressing
- 2 tablespoons honey mustard
- 2 teaspoons finely chopped gingerroot
- 1 clove garlic, finely chopped

Soups

1. Chicken Noodle Soup

Ingredients:

- 1 Tbsp. Butter
- ½ Cup Chopped Onions
- ½ Cup Chopped Celery
- 4 14.5 oz. cans of Chicken Broth
- 1 14.5 oz. Can of Vegetable Broth
- ½ lb. Chopped Cooked Chicken Breast
- 1 ½ Cups Egg Noodles
- 1 Cup Sliced Carrots
- ½ tsp. Dried Basil
- ½ tsp. Dried Oregano

- Salt and Pepper to taste
2. New England Clam Chowder

Ingredients:

- 4 Slices Bacon, Diced
- 1 ½ Cups Chopped Onion
- 1 ½ Cups of Water
- 4 Cups peeled and cubed potatoes
- 1 ½ tsp. Salt
- Ground Black Pepper to taste
- 3 Cups of half-and-half
- 3 Tbsp. Butter
- 2 10 oz. cans Minced Clams

3. Vegetable Beef Soup

Ingredients:

- 1 lb. Beef Stew Meat
- 1 Onion
- 3 Celery Ribs
- 10 Baby Carrots (or a couple regular carrots)
- 2 Potatoes (peeled if you like)
- 1 Cup Frozen Corn
- 1 Cup Frozen Peas
- 2 (14 oz.) cans diced tomatoes
- 3 1/2 Cups Beef Broth (or 2 14-oz. cans)
- 2 Small Bay Leaves
- 2 tsp. Garlic Powder
- 2 Tbsp. Olive Oil (or any cooking oil)
- 4 cups water
- 2 tsp. Hot Pepper Sauce

Sides

1. Mac & Cheese

Ingredients:

- 1 16 oz. Package of Macaroni
- 1 lb. Sharp Cheddar Cheese, Sliced
- 1 Tbsp. Butter
- Salt and Pepper to taste
- 1 12 oz. Can of Evaporated Milk

2. Corn Bread Muffins

Ingredients:

- 1 Cup Cornmeal
- 1 Cup All-Purpose Flour
- 1/3 Cup White Sugar
- 2 tsp. Baking Powder
- ½ tsp. Salt
- 1 Egg, Beaten
- ¼ Cup Canola Oil
- 1 Cup Milk

3. Baked Potatoes

Ingredients:

- 1 large baked potato, flesh scooped out
- 1/4 cup steamed broccoli, chopped (fresh or frozen and thawed)
- 1/4 cup grated sharp Cheddar
- 1 ounce turkey bacon, cooked and crumbled
- 1 Tbsp. cream cheese, room temperature
- 1/2 tsp. House Seasoning, recipe follows
- 1 tsp. melted unsalted butter, for serving
- 1 cup kosher salt
- 1/4 cup garlic powder
- 1/4 cup black pepper

4. Home Fries

Ingredients:

- 2 large raw Russet potatoes, peeled and thinly sliced (about 1/8 in. thick)
- ½ of one large onion, or 1 medium onion, thinly sliced
- 3 Tbsp. or more of grape seed oil, canola oil, peanut oil, or other high smoke-point oil
- Salt
- Freshly ground black pepper

5. Mashed Potatoes

Ingredients:

- 1 ½ lb. Yukon Gold Potatoes, peeled and quartered length-wise
- ½ tsp. salt
- 4 Tbsp. heavy cream
- 2 Tbsp. butter
- 1 Tbsp. milk

- Salt and Pepper

Meals

1. Grilled Steak & Vegetables

Ingredients:

- 2/3 cup lemon juice (from 6 lemons)
 - 1 tsp. dried thyme, divided
 - 2 large red bell peppers, cut into ½ in. strips
 - 2 medium zucchini, thinly sliced
 - 1 medium yellow onion, thinly sliced
 - 1 skirt steak (about 1 ¼ lb.)
 - ¾ cup olive oil, plus more for grill
 - salt and pepper
- #### 2. Southern Fried Cat Fish & Spaghetti

Ingredients:

- 8 5-6 oz. Catfish Fillets, Skin removed
- Salt
- Crab Boil Seasoning (Old Bay)
- 4 Cups of All-Purpose Flour
- 1 Cup Cornmeal
- Oil, For Frying
- ¾ lb. Lean Ground Beef
- 1 16oz. Jar Spaghetti Sauce
- 1 lb. Spaghetti
- 1 Cup Shredded Mild Cheddar Cheese

3. Mustard Fried Chicken & Mashed Potatoes

Ingredients:

- 5 lb. Chicken Wings, separated at joints, tips discarded
- 1 Tbsp. Seasoned Salt
- 2 Tbsp. Garlic Powder
- 2 Tbsp. Onion Powder
- 2 Tbsp. Ground Black Pepper
- 1 Tbsp. Monosodium Glutamate (MSG, or accent flavor enhancer)
- 3 Tbsp. prepared yellow mustard
- 3 Cups of All-Purpose Flour
- 1 qt. oil for frying, or as needed
- 3 medium baking potatoes peeled and coarsely chopped

- 1 tsp. salt
- 4 tbsp. butter, at room temperature
- 1/4 cup sour cream, at room temperature
- 1 tsp. finely minced garlic
- 1 tbsp. (or more) whole milk, at room temperature or warmed
- Salt and freshly ground black pepper

4. Smothered Pork Chops & Rice

Ingredients:

- 1 cup all-purpose flour
- 2 tbsp. onion powder
- 2 tbsp. garlic powder
- 1 tsp. cayenne
- 1 tsp. salt
- ½ tsp. freshly ground black pepper
- 4 pork chops, ¾ in. thick, bone-in
- ¼ cup olive oil
- 1 cup chicken broth
- ½ cup buttermilk
- Chopped fresh flat-leaf parsley, for garnish
- 1 can (14 ½ oz.) chicken broth
- 2 cups instant white rice, uncooked
- ½ lb. (8 oz.) VELVEETA, cut into ½ inch cubes
- 1 pkg. (10 oz.) frozen chopped broccoli, thawed