

Business Plan for Madison

Overall Business execution

- a. Protect the brand by consistent high- level performance
- b. Consistent guest value
- c. Source and hire best in-class performers at all levels
- d. Training at all levels with focus on cross training
- e. Restaurant execution inside & out – communication on wins and opportunities
- f. Building & Equipment investment

1. Protect the brand by consistent high-level performance

- a. Following the brand standard
- b. Develop action plans on areas of opportunities
- c. Celebrate the wins
- d. Create positive trends from self-auditing, brand audits, and third-party reports

2. Consistent Guest Value

- a. Sales average annually \$1,4000, and around 10% in Alcohol sales
- b. The trained consistent execution of the menu
- c. Product consistency, and quality of Appetizers, Soups, Salads, Sandwiches, Burgers, Chicken / Steak / Pork, Pasta, Mexican Dishes, Seafood, Specialties, & Desserts
- d. Alcohol beverages consists of spirits, draft beer, bottle beer, wine, and specialty drinks.
- e. Hours of operations 11:00AM until 10PM – Sunday through Thursday. Friday & Saturday 11:00AM until 11:00 PM.
- f. Focus on consistent reasonable pricing
- g. Friendly & knowledgeable consistent service

3. Source and hire best in-class performers at all levels

- a. Advertise, and recruit good integrity people
- b. Follow hiring promises
 - i. Interviewing at a high level
 - ii. Ensure a good fit
 - iii. An organized orientation processes
 - iv. Training plan
 - v. Cross training
 - vi. Honor schedule requests
 - vii. Develop team members for future positions
- c. Performance meetings with all groups – Ongoing

4. Training at all levels with focus on cross training

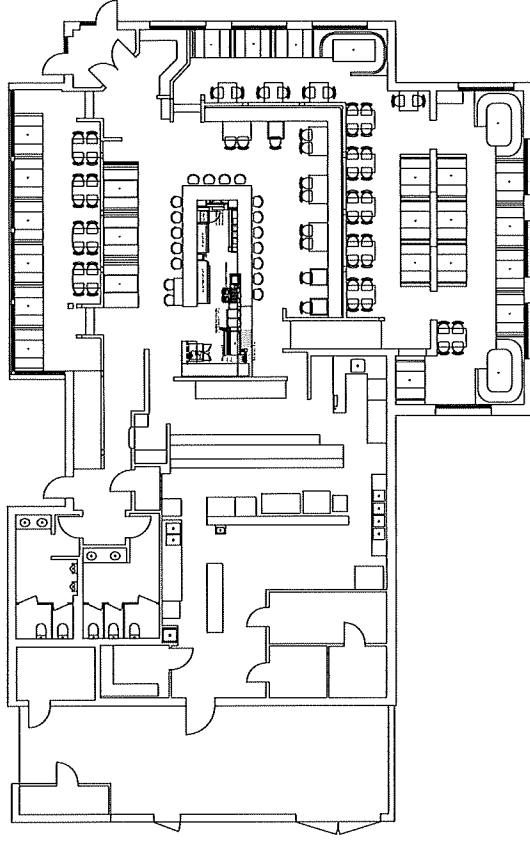
- a. Position Training
- b. Alcohol Training
- c. Food Safety Training
- d. Health Training
- e. Brand, and system training
- f. Management Training
- g. Leadership Training

5. Restaurant execution inside & out – communication on wins and opportunities

- a. Well maintained, and clean business – both inside & outside
- b. Well trained team focusing on shift cleaning duties. Also focused on Day / Week / Monthly focused cleaning duties.
- c. Controlling the environment, and supporting the neighborhood
 - i. Implement noise control programs
 - ii. Keep the parking lot safe
 - iii. Keep the restaurant safe

6. Building & Equipment investment

- a. Invest in the building keep repaired, and like new
- b. Invest in the equipment keep repaired and like new



 FLOOR PLAN
SCALE: 1/8" = 1'-0"