

## Business Plan for Madison

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### **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

VAYRA  
DESIGN

#### EXISTING FLOOR PLAN

4710 EAST TOWNE BLVD  
PROPOSED RESTAURANT REMODELLING  
MADISON, WI 53704

TOY  
MAN ETC.  
20021004.00  
NO. 48

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