



City of Madison Liquor/Beer License Application

LIC 118-2017-00277
46595

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

Section A – Applicant

- 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.
- This application is for the license period ending June 30, 2017.
- 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.
Brano S Kruger Daniel I Rosenthal Danny's Pub, LLC
- Trade Name (doing business as) Danny's Pub
- Address to be licensed 324 W Gorham St., Madison, WI 53703
- Mailing address 420 W Dayton Ave, Madison, WI 53703
- Anticipated opening date 06/01/17 - 07/01/17
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
 No Yes (explain) _____
- Does another alcohol beverage licensee or wholesale permittee have interest in this business?
 No Yes (explain) _____

Section B—Premises

- 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.
DK sg:AT
Located at the corner of Broom and Gorham, Danny's Pub will occupy the first and second floors of a 3 story building.
Both floors will contain a bar and restrooms, with alcohol stored behind each bar and in a caged area in the basement.
Offices and records, both sales and purchases, will be kept on site. No outside seating or sales area as of now, looking into for the future.

A-4
P-403

11. Attach a floor plan, no larger than 8 ½ by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity 400

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

Current location does not have a parking lot, street parking only. Neighboring parking lot is under different ownership but would be monitored for cleanliness for positive neighbor relations

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

No Yes, license issued to Madhatter's (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 Brano S Kruger

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 16 years

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 Holds active operator lic.

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

Wisconsin, March 2017

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
Owner/Operator	Brano S Kruger	Madison, WI
Owner/Partner	Daniel I Rosenthal	Northfield, IL

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.

Brano S Kruger

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) Brano S Kruger: Current General Manager at Red Rock Saloon - Madison

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 Bar/Restaurant
27. Business description Irish - American pub with full kitchen, BUSINESS PLAN ATTACHED
28. Hours of operation Mon-Thurs (3pm-2am), Fri-Sat (11am-2:30am), Sun (11am-2am), increase in summer & game days
29. Describe your management experience 3 1/2 years General Manager - Red Rock Saloon (Madison)
2 years Manager Trinity Three Irish Pubs (Milwaukee)
5 years at Buckhead Saloon (Milwaukee), both as Manager and Employee
30. List names of managers below, along with city and state of residence.
Most likely, but due to timing of opening Joey Wowczuk - Madison, WI
Brian Latsch - Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment Shifts depend of busy-ness...
Total Staff estimations: Bar (12-15) food and drink service at bar; Servers (10-12) food and drink service at tables
Kitchen (8-10) cooking/kitchen duties; Security/Barbacks (14-15) safety and assistance; Managers (3-4) oversee
32. Describe your employee training Bar will require operator licenses, servers must have at least serve-safe cert.
Kitchen will need food safety lic., train all front of house staff on drinks and food, customer service, identifying issues,
proper responses, ID's. Will train with Managers and Leads

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

For food, 18-40+... looking for a casual and comfortable eating experience with local/regular guests and out of town
travelers. For drinks, 21-40+, casual and energetic drinkers both for weekdays and weekends.

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

Print, radio, social media

Promote both the food and drink aspects, don't want to be labeled as only one type of place

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? DJ's and occasional live bands

38. What age range do you hope to attract to your establishment? All, small family to 18-40+,
Late lunch and dinner during week, open earlier but same food

39. What type of food will you be serving, if any? on weekends

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? Open until 10pm/11pm depending on day

42. What hours, if any, will food service not be available? Late night, 10pm/11pm to close

43. Indicate any other product/service offered. Food & drink with onsite catering options for private parties

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? Bar + Server (20-30)

During what hours do you anticipate they will be on duty? Servers while dining available, Bar all open hours

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? With 2 floors, upwards of 50
 How many bartenders do you anticipate having work at one time on a busy night? 8-10 max
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? 40-50% (non-mgrs)
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 40-50% of total advertising \$\$\$
 What percentage of your advertising budget do you anticipate will be drink related? 50-60% of total advertising \$\$\$
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
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:
70- % Alcohol 30+ % Food _____ % 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



Danny's Pub
Spirits, Food, Sports, Darts
Business Plan

Brano Kruger
Owner/Operator

324 W Gorham St.
Madison, WI 53703

CONFIDENTIAL

No offering is made or intended by this document. Any offering of interest in *Danny's Pub* will be made only in compliance with Federal and State securities laws.

This Document includes confidential and proprietary information of and regarding *Danny's Pub*. This document is provided for informational purposes only and may not be reproduced in whole or in part, or at any time may the contents within be divulged to a third party without prior written consent. By accepting this document, you agree to be bound by these restrictions and limitations.

TABLE OF CONTENTS

I. EXECUTIVE SUMMARY

Business Overview

Success Factors

Financial Highlights

II. COMPANY OVERVIEW

Basic Menu Breakdown

III. INDUSTRY ANALYSIS

Market Overview

IV. CUSTOMER ANALYSIS

Target Customers

Customer Needs

V. COMPETITIVE ANALYSIS

Direct Competitors

Competitive Advantages

VI. MARKETING PLAN

Danny's Pub Brand

Promotions Plan

VII. OPERATIONS PLAN/MANAGEMENT

Functional Roles

I. Executive Summary

Business Overview

The creator of *Danny's Pub* is seeking to build a fast-paced, service friendly Irish-American crossover style pub and eatery that caters to both the college students/recent graduates and the local young professionals while being a comfortable option for the relaxed drinker. Customers will enjoy a warm, laid-back environment during the week with a higher energy, party atmosphere on the weekends. *Danny's Pub* recognizes the lack of this theme in the area and being located on the 300 block of Gorham, just steps away from busy State Street and across the road from an established, successful college sports bar, believes this to be a fantastic location to showcase this concept. *Danny's Pub* understands the underlying factors people look at when choosing a bar or restaurant: *Great Food, Good Prices, Cold Drinks and Great Service*. Similar to Chipotle's focus on "food with integrity", *Danny's Pub* intends to proudly promote these driving factors in everything it does. *Danny's Pub* will focus on being a social gathering spot for all types of people in and out of the State Street/Downtown area. It will position itself as one of the best Happy Hour locations by offering food and drink specials and its late night business will thrive off of the area's existing energy and we will focus on providing a safe and desirable place to socialize for young professionals, college students and the area's residents.

The venue on Gorham is currently 2 levels and 2 different concepts/storefronts. The existing bar takes up half of the first floor and the entire second floor while the other half of the first floor was previously a Silvermine Subs store and sits vacant. State Street and its immediate surroundings define Madison's Downtown area and demands a mix of relaxed, down to earth chill with high energy nights and weekends. *Danny's Pub* believes it would exemplify this. The bar would require an interior remodel to change the décor and lighten up the existing space as well as expand into the vacant Silvermine Subs storefront. *Danny's Pub* would strive to become a local staple for Happy Hour, Dinner and the Late Night Party scene.

The venue of Gorham Street has two levels. The primary focus would be on the first floor with a U-shaped bar, booths along the wall, free standing tables, dart boards, a jukebox and the kitchen. The second floor would need some additional renovations but those would be minimal to start, greater possibly at a future point, outside the scope of the beginning *Danny's Pub*. The upstairs would focus on overflow, hosting private parties, college socials, formals and other group functions. To emphasize the Irish/American theme, the outside would feature a façade reminiscent of Irish pubs and fly both the flags of Ireland and the USA.

Success Factors

Danny's Pub is uniquely qualified to succeed due to the following reasons:

- **Products & Services:** Our products and services will be superior to our competitors because our main focus will be the guest's experience while at *Danny's Pub*. From the food and drinks to the music to the landmark design created by Flux Design, *Danny's Pub* will have a straight forward,

Irish/American décor that encompasses American and local Madison culture at its core with Irish flair. The food will emphasize a mix of traditional Irish plates with classic and consistent American dishes. The bar will feature Irish, American and local beers and all major types of high demand liquors, both Irish and American. The Downtown area of Madison, and more so the entertainment district where *Danny's Pub* is being proposed, lacks an upbeat, energetic Irish/American concept and would fill that need. We want to get back to the concept of a pub style menu and drink with a party late night.

- **Human Resources:** Owner/operator Brano Kruger has over 11 years experience in the bar/restaurant industry, 8 of those managing and 2 years managing the exact style being proposed for this location. Additional management would be brought in with experience in both Front of House (FOH) and kitchen or Back of House (BOH). We will drive to not only succeed at *Danny's Pub* but also help Madison's movement in becoming one of the greatest mid-sized entertainment cities in the nation.
- **Location:** Our Downtown Madison/State Street location is our biggest advantage. The area provides a built-in clientele by being the entertainment district for the University of Wisconsin-Madison. The State Street District also serves as a neighborhood bar and restaurant strip that best resembles Milwaukee's Brady Street or Chicago's Wrigleyville.
- **Operational Systems:** *Danny's Pub* has developed Front of House (FOH) and Back of House (BOH) systems that will enable it to provide high quality products/services at a lower cost. A 30-page server/bartender training service manual has been established that will create a service first attitude that is necessary to thrive in the bar/restaurant industry. Years of Point-of-Sale programming and operational experience will help expedite product ticket times.
- **Customers:** Brano Kruger has over 3 years experience as General Manager at another Downtown Madison bar, Red Rock Saloon. Previously Brano Kruger managed Trinity Three Irish Pubs for 2 years, an Irish bar and restaurant in Downtown Milwaukee, sharing many aspects of the proposed *Danny's Pub*. Prior to that Brano Kruger was with Buckhead Saloon for 5 ½ years, both as an employee and the manager. These factors give *Danny's Pub* a sense of the needs of Madison's customer base. That customer base will expect a high quality dining and drinking experience at a reasonable cost, in a hip, in-style venue. We want to entertain out of town guests while still striving towards knowing every regular's name and order preference. *Danny's Pub's* key to success will be understanding the importance of establishing repeat customers.
- **Design:** *Danny's Pub* will contract with a locally and nationally recognized design firm, Flux Design, for its floor plan, interior and exterior design and remodeling. *Danny's Pub* wants to become a Madison destination that truly symbolizes both Irish and American culture and local culture with its façade and design. Flux Design has designed and constructed over 100 bars and restaurants in the past decade. Flux Design's work will be a key component

to *Danny's Pub's* success. Our goal is to provide the guest with the "WOW" factor that builds from the moment they see the storefront to the second they walk through the door. Flux Design specializes in sightlines, bar traffic flow, and high level transaction points, all of which will be crucial in maximizing revenues.

- **Marketing & Operations:** The management team will possess the skills that will enable *Danny's Pub* to attract new customers at a lower price. Having managed Trinity Three Irish Pubs, Brano Kruger understands how to establish and maintain a steady clientele with next to zero dollar marketing budget by creating a word of mouth buzz and establishing a well-regarded reputation. At the same time, at both Buckhead Saloon and Red Rock Saloon, Brano Kruger has run event driven bars that have allowed him to better understand how to actively market and advertise an establishment in many forms such as social media, newspaper and radio ads, and staff-invite parties.

II. Company Overview

The legal structure of *Danny's Pub* will be a Limited Liability Company located at 324 W. Gorham Street in Madison, Wisconsin. The LLC will be comprised of Brano Kruger as owner/operator with Daniel Rosenthal as an investor/owner, to be laid out in the LLC formation paperwork.

Currently the building where *Danny's Pub* is being proposed is one part Madhatters Bar and one part vacant storefront. The location is in fact the strongest factor for the venue. Currently the venue sits across the street from one of Madison's busiest bars, Chaser's Bar and Grill. Chaser's is a college themed sports bar that has been open for approximately 5 ½ years now. Between that and the neighboring State Street District and the abundance of college and young professional housing nearby, *Danny's Pub* is set up to succeed as a neighborhood staple.

Danny's Pub will team up with Flux Design and will be a "place to see", a destination location in Madison. The restaurant will capture the essence of Madison and fuse Irish and American culture. To establish a late night crowd, *Danny's Pub* will seek to provide a great bar experience by offering strong specials during the week and great energy on the weekend. *Danny's Pub* will provide a quality product for a reasonable cost, but more importantly, will support a laid-back, "you're at home" attitude for all of its guests. By being multi-faceted *Danny's Pub* will be able to provide something for everyone's needs.

Basic Menu Breakdown

The menu will fuse basic American pub fare with more popular Irish dishes such as the Reuben or Shepherds Pie. The intent is not to get too adventurous but to generate steady, regular business by providing items people want with Irish influence and flair. An example of this would be providing mozzarella sticks as well as Reuben Rolls, an Irish twist on the egg roll with corned beef, sauerkraut and cheese inside.

Lunch Crowd

Following the trends of Madison and State Street, building a lunch crowd will be *Danny's Pub's* most difficult task. The street definitely has seasons. During the summer months, the area is alive and vibrant with people walking the streets and enjoying the neighborhood. In the winter, that foot traffic subsides greatly. *Danny's Pub's* goal is to open in the beginning of summer, building off of the initial excitement and moving into the higher foot traffic season before having a second wave of initial excitement with the returning student for the fall semester. Our philosophy is to always be open for our customers but with the changing lunch energy in the city, operational costs would need to be streamlined to make lunch a financially smart decision. To begin, lunch service would be limited to Friday through Sunday to suit those trends. Hours of operation would begin at 3pm the rest of the week.

Happy Hour

Danny's Pub will have a more relaxed, celebrated vibe. The space will have high-energy music allowing people to feel like they are on vacation away from work and their day-to-day concerns. Happy Hour will focus on food and drink specials that will help keep commuters in the Downtown area after work while also enticing the college crowd to come out early. The space will welcome couples, singles, college students, tourists, and local and out of town business people and groups. The restaurant will provide intimate booths along the side of the restaurant for smaller groups and ample table and bar space for individuals and couples. Happy Hour will run roughly 3pm – 7pm, at which the late night specials would most likely kick in.

Sample Happy Hour Specials

½ Off All Draft Beer

\$3 All Draft Beer

2-for-1 Cocktails

\$5 Appetizers

Dinner Crowd

Danny's Pub will be the place to be for dinner. The classic combination of beer and pub food has been both an Irish and American staple for generations. Our full service menu will provide layers of options for our guests to choose from, enticing them to switch things up a little without straying too far from their comfort zone. With a full bar, the pub will not only focus on selling great food but also providing great drink options to go along with it. Madhatters did not provide any food and with that any interest to come out for anything other than a drink. We will focus on quality food, good drinks and spectacular service.

Late-Night

With the idea of being a multi-faceted location and always open to our customers, *Danny's Pub* will remain open until bar-time every night of the week. Late-night weekday specials and service industry employees will help keep the Happy Hour

vibe going into the late night rush. On top of competitive drinks specials, we will offer nightly food specials and attractions like trivia night during the week. Our late-night energy will focus on college students, service industry people and young professionals. *Danny's Pub's* consistent focus on competitive yet reasonable drink specials and overall reasonable prices, with the intent of hiring a service industry driven staff will help to become a late-night attraction for its target market.

Special Events

Certain amenities can create a draw for the establishment on both slower and busier days and nights. *Danny's Pub* will have an HD projector screen and an ample number of TV's, maximizing viewing spots throughout the restaurant/bar. *Danny's Pub* will not focus on being a sports bar, but because its theme includes the All-American vibe and being in a highly sports driven college city, we want to create a destination to watch all sporting events. Additionally, with the second floor, there is the possibility of public and private events such as viewing parties, tailgate hostings, holiday and work parties, etc. *Danny's Pub* recognizes the need for event spacing in the Downtown Madison area and would both provide and capture this piece of the market by providing cost-effective product and space packages for potential clients.

III. Industry Analysis

Market Overview

The market in which *Danny's Pub* will operate can be characterized by the following:

National Restaurant Market

- National Sales: \$782.7 billion
- Locations: 1 million+
- Employees: 14.4 million – one of the largest private-sector employers
- 10%: Restaurant workforce as part of the overall US workforce
- \$8.4 billion: Projected sales in Wisconsin's restaurants in 2016

Madison and Wisconsin Tourism Statistics

- State of Wisconsin tourism in 2015: \$19.3 billion+
 - Up \$1 billion from 2014
- Dane County (Madison Area) tourism spending: \$1.9 billion

Madison Area Amenities / Events / Attractions

- Kohl Center – Badgers Basketball & Hockey, concerts, shows, high school state events
- University of Wisconsin-Madison – Over 30,000 undergraduate and graduate students (*Danny's Pub* is practically on campus)
- Camp Randall – Badgers Football
- Alliant Energy Center – Concerts, area shows (monster truck, boxing, etc.)
- Orpheum & Overture Center – Concerts, plays, comedians, all less than 2 blocks away
- Nearby local events – Dane County Fair, local shows and fairs
- Neighboring bars & restaurants – *Danny's Pub* is within the State Street entertainment district. The strip includes several other bars and a few

restaurants that together attract a steady amount of traffic. – Food Court Theory

- Residents – State Street resembles Milwaukee’s Brady Street of Chicago’s Wrigleyville. Residents treat the area as their one-stop area for shopping, dining and late night activities.

IV. Customer Analysis

The Downtown Madison area is thriving in the current economy. In the past decade the restaurants and bars have held on through economic downturn and people are still spending money. Places like Wando’s, Chasers, Hawks Pub, Whiskey Jacks and State Street Brats have become staples of the State Street district. Additionally a nationally recognized concept, HopCat, recently opened up down the street from the proposed location for *Danny’s Pub* about 1 ½ years ago and has had a steady stream of customers.

The State Street district is essentially the heart of Downtown Madison, located between the UW-Madison community and the Capital Building. Resembling Milwaukee’s Brady Street area or Chicago’s Wrigleyville, many people tend to walk the streets and patronize local establishments. It will be *Danny’s Pub’s* goal to fit into that model. We want *Danny’s Pub* to be a relaxed, energetic spot that residents feel comfortable eating and drinking at. The pub style atmosphere will attract area professionals and nearby residents for Happy Hour and a casual dinner and create a destination stop for those already coming to the area for other events.

Our late nights will be among the most desirable and safest in the area. While being immersed in the State Street bar district, *Danny’s Pub* will provide something for everyone. Late night, the first floor will assimilate the restaurant feel into the late-night, energetic pub feel with larger groups filling booths and smaller groups occupying standing tables and the bar.

Target Customers

Below is a profile of our target customer:

- Target Age: 21 – 45 years old
- Income: Middle-class
- Spending Habits: Large discretionary income – entertainment driven
- Gender: Both male and female
 - Some specials targeted toward females to draw in both sexes
- Location: Downtown Madison, State Street residents, Students
- Marital Status: Single or newly married
- Family Size: No children to few children, still having discretionary funds
- Occupation: Young professional, student
- Language: English primarily
- Education: College and post college
- Activities & Interests: Active, involved in Downtown activities

- Food/Drink Choice: Generic palates to the slightly adventurous, again nothing on our menu will be too obscure, safe and proven

Madison Statistics

Below is a snapshot of the size of our target customer market in the Madison area that *Danny's Pub* is being proposed, according to city-data.com.

- Population in 2014: 245,691
 - Males: 121,600 (49.5%) Females: 124,091 (50.5%)
- Wisconsin median age: 39.0 years
 - Madison resident median age: 31.3 years
- Wisconsin median income: \$51,467
 - Madison median income: \$49,546

Customer Needs

Below is a profile of the needs we will fulfill for our customers:

- Speed: By being located in the entertainment district and neighboring the business district, customers will demand food and drink at a fast pace. Brano Kruger has a wide range of experience providing fast-paced, high-quality food and drink with several bars and restaurants.
- Quality: *Danny's Pub* will hold the highest standards for its ambience, food, drinks and overall entertainment value by doing daily checks and internal inspections, consistently evaluating, tasting, and being the toughest critic of our own product.
- Location: the Downtown Madison/State Street district has stayed the consistent hot spot for entertainment for at least the last decade. UW-Madison is constantly expanding their operations and student base. Additionally Madison has recently built several new high-rises downtown and plans to further this development over the next few years. With so many attractions, such as the lakefront and other entertainment based venues, the area's need for another popular, well-run bar is evident and the pub style venue would be an original concept for the area. We want *Danny's Pub* to be another reason people come down to the area.
- Reliability/Consistency: Many of our guests will be "on the go" and that will require *Danny's Pub* to be reliable in creating a quick yet quality experience. Repeat business is the backbone of any restaurant. The reason people go to McDonald's all over the world is that they know what they are getting every time they go there. *Danny's Pub* wants to provide this same consistency with a sense of energy and comfort that will continue to bring people back consistently.
- Comfort: While having the systems in place to accommodate the fast paced customer, *Danny's Pub* will provide that comfortable, relaxed vibe that will allow our guests to "kick back" and enjoy the experience.
- Price/Value: *Danny's Pub's* products will be reasonably priced in an area that demands a quality, innovative product at a competitive cost. The key to success is providing a great experience while convincing the customer they

got more than their money's worth and creating repeat customers. That value will create a great buzz and a great word of mouth campaign.

- Customer Service: A major component of creating that value extends further than just the product and ambience of *Danny's Pub*. We will strive to provide the best service from the very moment the guest walks in the door. The mentality must be that we are hosting a party everyday; that people are leaving their 9 to 5 job to come and relax and get away from life for a while; a vacation for the night.

V. Competitive Analysis

Direct Competitors

Danny's Pub believes that competition in Downtown Madison and the State Street district is an asset to our operations. Under the food court theory, we look forward to being part of an area that has several high quality establishments. By being part of an area that is thriving and has maintained a great reputation for years will only help draw people into our establishment. Having so many activities, conventions, sporting events, public attractions, festivals, businesses, and residents will allow us the opportunity to help the area improve it's already highly regarded reputation as a whole.

Direct Competitor #1: Chaser's Bar and Grill

- Products/Services: 24 tap beers, full bar menu, college sports bar atmosphere
- Price Points: \$3-\$5 for beers, food \$5-\$10 typically
- Revenue: Unknown
- Location: Directly across the street from proposed location
- Customer Segment: Primarily college, some young professional
- Competitors Key Strengths: Strong patio when weather is nice, smaller room so appears fuller with less people, college sports bar
- Competitor Key Weaknesses: Business model targets primarily college students and no one else

Direct Competitor #2: Red Rock Saloon

- Products/Services: 12 draft lines, BBQ, live music, country rock theme
- Price Points: \$3-\$5 for beers, food \$5-\$25 typically
- Revenue:
- Location: 1 ½ blocks from proposed location
- Customer Segment: Young professional, college students, older crowds on Friday (25-35), slightly younger on Saturdays (21-30)
- Competitors Key Strengths: Country music venue, well known for late night party, large room for increased capacity
- Competitor Key Weaknesses: Location for dining in, large room feels empty when not full, focus is only on Country and Rock

Direct Competitor #3: Wando's Bar

- Products/Services: Full bar, small grill, established college bar
- Price Points: \$3-\$8 per drink
- Revenue: Unknown
- Location: University Ave, 2 blocks away
- Customer Segment: College students, young adults, service industry
- Competitors Key Strengths: Established location for 20+ years, good reputation for college-style party, 3 floors with smaller individual sizes, sections
- Competitor Key Weaknesses: Limited food, must update to stay relevant

Direct Competitor #4: Whiskey Jacks

- Products/Services: Full bar, 40+ draft lines, pool, very limited food
- Price Points: \$3-\$10 per drink
- Revenue: Unknown
- Location: State Street, 1 ½ blocks away
- Customer Segment: Primarily college and immediately post college
- Competitors Key Strengths: Large room, live music, pool tables, location/proximity to Greek housing, aggressive drink specials
- Competitor Key Weaknesses: Very limited food, one dimensional (party), one large room, limited potential for events and private parties

Competitive Advantages

Danny's Pub is positioned to outperform its competitors based on the following:

- Management has the unique experience in the service industry, with Brano Kruger having more than 11 years in the industry and 8 of those managing.
- Our operation system and industry experience will allow us to stream-line costs and maximize profits. Brano Kruger has managed several highly efficient restaurants/bars and has learned many successful operational tactics and strategies that will help *Danny's Pub* succeed. Additionally, a training program for service and staffing has already been created.
- Servicing markets in Milwaukee and Madison has given Brano Kruger a diverse and open view of the industry. His love for procedures, entertaining guests and providing a quality food and drink product that keeps our guests happy is what will keep us working hard. *Danny's Pub* will strive to do things right and remain consistent with local demand.
- *Danny's Pub* is fortunate to have a unique marketing skillset that enables it to attract new customers at a low cost. Brano Kruger has run several of the biggest and most popular bars in both Madison and Milwaukee, working both with larger and next to zero budgets for marketing.

VI. Marketing Plan

Danny's Pub Brand

The *Danny's Pub* brand will focus on combining mainstream aspects of both American and Irish bars. Within that will be aspects specific to Wisconsin and

Madison, pop culture aspects of the Irish bar theme, local affiliations such as UW-Madison sporting events and local breweries, and more. The *Danny's Pub* theme combined with its Irish/American menu food menu, high quality service, and prime State Street location will make it a destination spot for everyone in the Downtown area.

Promotions Plan

Danny's Pub will use the following tactics to attract new customers:

- **Social Media:** *Danny's Pub* will take advantage of the popularity of social media and affiliated apps such as Facebook, Twitter and Snapchat. We will push to create a vibe and overall excitement for *Danny's Pub* by building a following on these applications through constant updates of specials, communications for customers and promoting of events.
- **Residential and Hotels:** We will provide physical Point-of-Sale materials (flyers, handbills, etc.) with advertised specials for residents and nearby hotel guests. Additionally, we will work with local hotel concierges to promote our establishment.
- **Restaurant/Bar Apps:** Madison is very friendly toward the food and drink special apps for smart phones. We will utilize several including Groupon, Hooked, Snapchat and Campus Story, keeping specials fresh and updated and in the minds of customers.
- **Staff Awareness:** One of the strongest pieces behind any campaign is the people behind it. *Danny's Pub* will work closely with its employees to make sure that each and every person is active in promoting the bar and trying their hardest to make it a success.
- **In-House Advertising:** Posters and graphics incorporated into the décor of the room will help promote current and upcoming specials and be a constant reminder to those that come in.
- **Company Website:** *Danny's Pub* will have a competitive, interactive website that engages current and potential customers by allowing them to experience the Irish/American laid back feel before they ever step into the bar. Additionally the website will act as the first wave of customer awareness for specials and events.

VII. Operations Plan/Management

Functional Roles

In order to execute *Danny's Pub's* business model, the company will need to perform many functions including the following:

Administrative Functions – Operator

- General and administrative functions including general office, marketing, bookkeeping, etc.
- Hiring, training, and scheduling of management team
- Booking and securing entertainment such as DJs and trivia
- Establishing daily specials with managers
- Research and development

- Creating large scale liquor and food purchasing programs with rebates
- Macro-management of processes / development of cost effective strategies

Kitchen Functions – Operator/Kitchen Manager

- Monitoring food preparations according to health standards
- Creating a consistent and desirable menu
 - Ongoing menu creation and modifications
- Food product ordering and inventory control
- Hiring and training of BOH staff
- Scheduling of kitchen staff

Bar/Restaurant Functions – Operator/Kitchen Manager/Bar Manager

- Liquor/Beer/Wine/Non-Alcoholic order
- Hiring and training of FOH staff
- Scheduling of FOH staff
- Day-to-day operations and standards checks
- Monitoring and fixing of maintenance issues
- Local industry and customer relations

Danny's Pub already has a couple of very strong candidates for the positions of Manager and Kitchen Manager, working underneath Brano Kruger as the initial acting General Manager. Additionally there are already several employees who would wish to move with Brano Kruger to a new establishment and a large supply of new applicants within the city. Wait-staff and bartenders will focus on the customer's needs, both in product and service and therefore held to strict standards. We understand that our customers could go anywhere for a Bud Light and sandwich and we will need them to choose us over our competitors. A young, focused, college to post-college group is whom we will be looking at to fill this. In the kitchen, we will be going after the quick, professional, and creative cook with a desire to make our customers happy and take pride in their product.