



# **BUSINESS PLAN**

**El Imperio Mexican Food LLC  
3162 Maple Grove Drive  
Madison, WI 53719**

**Owners:**

**Juan Carlos Martinez Aviles  
Sandra Castro Reyes**

**August, 2021**



**Executive Summary**

This business plan was created to get financial help and to confirm that the investment of the partners will be easy to recover. El Imperio Mexican Food LLC is a new restaurant in the area of Madison that will offer a new variety of Mexican food making this business attractive to not only Fitchburg residents but also to residents from surrounding areas.

There are two main reasons that El Imperio Mexican Food LLC will succeed in Madison: first is the lack of direct competition (nothing like it in town), the second is the high demand for a product like this in Madison. Madison is in preparation for a large population growth period, for the past two years, this area has been improving its roads, building brand new apartment complexes and new commercial spaces.

The creation of a Limited Liability Corporation (LLC) will shield owners and investors from personal liability.

## **1.1 Mission**

El Imperio Mexican Food LLC will establish itself as the premier casual Mexican dining restaurant in Madison while maintaining uncompromising principles as we grow to offer more services. The six following guiding principles will help us measure the appropriateness of our decisions.

- Provide a great work environment and treat employees with dignity and respect.
- Embrace diversity as an essential component in the way that we do business.
- Apply the highest standards of excellence to the food production, preparation, and service to our customers.
- Build lasting relationships with the guests.
- Contribute positively to communities and our environment.
- Recognize that profitability is essential to our future success.

## **1.2 Objectives**

1. Set up a LLC to limit investor and personal liability.



# BURRITOS, ENCHILADAS AND TACOS

- BURRITO MEXICANO** ..... \$12.50  
Choose from seasoned chicken, ground beef or vegetarian, refried beans, rice, cheese, lettuce, pico de gallo, sour cream, with Green sauce, cheese sauce and red sauce.
- BURRITO STEAK OR GRILLED CHICKEN** ..... \$13.50  
Rice, refried beans, cheese, lettuce, sour cream and pico de gallo. (cheese sauce and green sauce).
- BURRITO TAPATIO** ..... \$12.50  
Rice, refried beans, cheese, lettuce, sour cream and pico de gallo. (cheese sauce and green sauce).
- BURRITO IMPERIAL (ESPECIAL)** ..... \$14.50  
Grilled chicken steak, chorizo, bacon, cheese, onion, bell peppers and beans. Topped with special sauce.

## ENCHILADAS

- ENCHILADAS POBLANAS** ..... \$13.50  
3 Chicken enchiladas with mole, sauce, sour cream, onion, cilantro and fresh cheese with rice.
- ENCHILADAS ENTOMATADAS** ..... \$14.00  
3 chicken enchiladas with red, sauce, sour cream, fresh, cheese and cilantro, served with rice refried beans.
- ENCHILADAS VERDES** ..... \$13.00  
Choose from: seasoned chicken, ground beef, beans or cheese enchiladas. Topped with green, sauce, sour, cream, fresh, cheese and cilantro served with rice refried beans and lettuce and tomatoes.



## TACOS ESTILO MEXICANO

ONION CILANTRO HOT SAUCE

- STEAK ..... \$3.50
- PASTOR ..... \$3.50
- CARNITAS ..... \$3.50
- CAMPECHANO ..... \$3.50
- CHORIZO ..... \$3.50
- CHICKEN ..... \$3.50

## TAMALES

- VERDE** ..... \$3.00  
Green sauce with chicken
- ROJO** ..... \$3.00  
Red sauce with pork.
- RAJAS** ..... \$3.00  
Our homemade recipe includes, jalapenos, onion, tomatoes and cheese.

## SALAD

- IMPERIO SALAD** ..... \$13.00  
Grilled chicken, lettuce, corn, avocado, cheese and tomatoes.

- TACO SALAD** ..... \$11.00  
Tortilla bowl, your choice of meat... chicken, ground beef or vegetarian, beans, topped with lettuce, guacamole, sour cream and tomatoes.

## APETIZERS

- GUACAMOLE** ..... \$9.50  
Onion, cilantro, tomatoes, garlic salt and lemon juice.
- QUESO FUNDIDO CON CHORIZO** ..... \$7.99  
Melted cheese with chorizo and chips.

## LUNCH ESPECIALS

11:00 AM TO 3:00 PM

- YOUR OWN COMBINATION** ..... \$10.00  
Choose from: steak, pastor, seasoned chicken, grilled chicken, carnitas, chorizo, ground beef.
- PICK TWO**  
Taco, enchilada, quesadilla, chimichanga, tostada, tamal, mini burrito, served with rice and refried beans.

## SIDES

- BEANS ..... \$2.50
- RICE ..... \$2.50
- GUACAMOLE ..... \$4.50
- AVOCADO ..... \$4.00
- SOUR CREAM ..... \$2.00
- PICO DE GALLO ..... \$2.50
- CHEESE DIP ..... \$4.50
- CHILES TOREADO ..... \$2.50
- TORTILLAS ..... \$1.99
- FRENCH FRIES ..... \$3.50
- HOT SAUCE ..... \$2.00

DELIVERY SERVICE  
123 456 7890

FOLLOW US

EL IMPERIO

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ALL MAJOR CREDIT CARDS ARE ACCEPTED



AMERICAN EXPRESS

DISCOVER



# EL IMPERIO

MEXICAN FOOD

# BIENVENIDOS





## CHIMICHANGAS, QUESADILLAS AND NACHOS

- CHIMICHANGA DE LA CASA** ..... \$12.50  
Choose from seasoned chicken, ground beef or vegetarian. Topped with cheese sauce served with rice, beans, lettuce, tomatoes, guacamole and sour cream.
- CHIMICHANGA VERDE** ..... \$14.50  
Chimichanga with carnitas, onions, bell peppers, topped with cheese sauce and green sauce served with rice and fried beans.
- CHIMICHANGA CAMARÓN (SHRIMP)** ..... \$15.00  
Shrimp and cheese, topped with cheese sauce served with rice and fried beans, lettuce, sour cream, guacamole and tomatoes.
- CHIMICHANGA VEGETARIAN** ..... \$12.50  
Sautéed onion, tomatoes, bell peppers, broccoli, cauliflower, zucchini, carrot, topped with cheese sauce served with rice, refried beans, lettuce, tomatoes, sour cream and guacamole.

## QUESADILLAS

- QUESADILLA FAJITA** ..... \$13.99  
Grilled chicken, steak or mix quesadilla with bell peppers, onion, tomatoes and beans, topped with cheese sauce served with rice, lettuce, sour cream, guacamole and pico de gallo.
- QUESADILLA IMPERIO** ..... \$14.50  
Steak, shrimp and grilled chicken bell pepper, onion, tomatoes and cheese, served with rice refried beans lettuce, sour cream, tomatoes and guacamole.
- QUESADILLA MEXICANA** ..... \$14.50  
Choose from: seasoned chicken, ground beef or vegetarian quesadilla, beans served with rice and lettuce, guacamole, sour cream and tomatoes.

## NACHOS

- NACHOS CAMPECHANOS** ..... \$13.99  
Steak, chorizo, beans, topped with cheese sauce, onion, cilantro, lettuce and sour cream, guacamole.
- CHEESE NACHOS** ..... \$11.00  
Cheese and cheese sauce.
- NACHOS DE LA CASA** ..... \$12.50  
Choose from: seasoned chicken, ground beef cheese sauce, lettuce, sour cream, guacamole and tomatoes.
- NACHOS IMPERIO** ..... \$12.50  
Grilled steak, chicken, carnitas, chorizo, onion, bell peppers, tomatoes, topped with lettuce, sour cream, guacamole, tomatoes and cheese sauce.



## MARISCOS

- CAMARONES GUARAGUACHA** ..... \$22.00  
Shrimp fried in spicy red sauce served with rice and salad.
- LANGOSTINOS ESTILO NAYARIT** ..... \$24.00
- CAMARONES AL MOJO DE AJO** ..... \$17.00  
Shrimp in garlic sauce
- CAMARONES A LA MAYONESA** ..... \$19.50
- CAMARONES EMPANIZADOS** ..... \$18.00  
Breaded shrimp - served with rice and salad.
- CAMARONES A LA DIABLA** ..... \$18.00  
Shrimp in hot sauce
- COCTEL DE CAMARÓN** ..... \$16.00
- CALDO DE CAMARÓN** ..... \$18.50
- CALDO DE MARISCOS** ..... \$19.59
- OSTIONES (6)** ..... \$10.00
- OSTIONES (12)** ..... \$18.99
- OSTIONES PREPARADOS (6)** ..... \$13.00
- OSTIONES PREPARADOS (12)** ..... \$22.00
- PASTA CON CAMARONES** ..... \$18.99
- MOJARRA FRITA** ..... \$16.00  
Fried tilapia served with rice salad and french fries.
- CEVICHE DE PESCADO** ..... \$14.00
- CEVICHE DE CAMARÓN** ..... \$14.50
- MARISCADA IMPERIO** ..... \$140.00
- PIÑA RELLENA** ..... \$20.99



# EL IMPERIO

MEXICAN FOOD

## MOLCAJETE FAJITAS

- MOLCAJETE FAJITAS** ..... \$14.50  
Grilled chicken or steak, with bell peppers, tomatoes and onions, served with side of rice refried beans lettuce, pico de gallo, guacamole, sour cream and tortillas
- TEXAS MOLCAJETE** ..... \$17.50  
Grilled chicken, steak and shrimp, with bell peppers, tomatoes and onions, served with side of rice refried beans, lettuce, pico de gallo, guacamole, sour cream and tortillas.
- MIX MOLCAJETE** ..... \$15.50  
Grilled chicken and steak mix, with bell peppers tomatoes and onions, served with side of rice refried beans, lettuce, pico de gallo, guacamole, sour cream and tortillas.
- ESPECIAL MOLCAJETE (EL IMPERIO)** ..... \$18.99  
Grilled steak chicken, chorizo, carnitas and shrimp, with bell pepper, onion, tomatoes, grilled jalapeños, cactus and potatoes, served with side of rice refried beans, lettuce, pico de gallo, guacamole, sour cream and tortillas.
- CARNE ASADA** ..... \$15.00  
Tender braised pork, served with side of rice refried beans, grilled jalapeños, pico de gallo and tortillas.
- CARNITAS** ..... \$14.25  
Tender braised pork, served with side of rice refried beans, grilled jalapeños, pico de gallo and tortillas.
- IMPERIO ESPECIAL** ..... \$16.50  
Grilled steak onions, bell peppers, Grilled cactus, potatoes, jalapeños and melted cheese, served with side of rice refried beans, lettuce, guacamole sour cream and tortillas.

**EXHIBIT A  
SITE PLAN**

