

## 439 Grand Canyon Drive PIZZA DI ROMA

DRAWING INDEX:

SP-1 SHTE FLAN, DRAW

A-1 MAIN FLOOR PL

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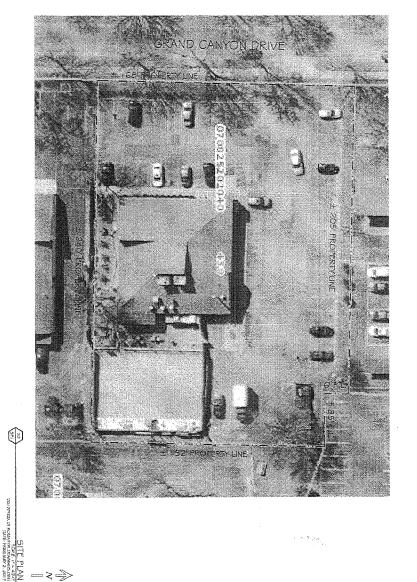
PROJECT DESCRIPTION:

PROJECT INCLUDES REMODEL EXISTING RESIRODAS TO PROVIDE ACA CONPLIANT RESIRODAS TO PROVIDE ACA CONPLIANT FOR THE CUSTING BACA AND REMOVAL OF A SECTION OF EXISTING WALL BETWEEN KITCHEN AND DINING.

## Madison, WI

NO. OF FLOORS: OCCUPANCY GROUP: BUILDING INFORMATION: BUILDING FOOTPRINT: CONSTRUCTION TYPE: ALTERED AREA: 5,044 5.F 3105.F. TYPE VB NONE

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DRAWING NAMES PROJECT DISCTIFTION



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PROJECT DATA

REVISIONS

SP-1 SHEET NO.

PIZZA DI ROMA 439 Grand Canyon Drive Madison, WI



## Pizza Di Roma 439 Grand Canyon Dr Business Plan

Pizza Di Roma in 439 Grand Canyon will be a new location of the same business that is downtown in 313 State street, the original business has been a fast food pizzeria being operated since 2002 and now is expanding in a different location with similar type of menu and pizza pies, slices, salads, chicken dishes, pastas, sandwiches and geared toward family groups and the day businesses around the location also delivery of food to orders from customers.

The new location will be in a different area comparable to the State street street diffrent kind of building setting and will serve a different group of ages and customers, will more a destination eating out place with friends and family, also the lunch customers of close distance businesses around the location. Compare to the State Street location we predict that we will not have that many walking customers even that there is a bike path in our street and the high school is close by .We planing to have a marketing plan to promote the second location as a family spot for good New York style pizza, pies, slices calzones, stromboli, sandwiches italian menu dishes, take out food and delivery we would like to pair our food with local tap beers and microbreweries also with other other elegant cocktails and drinks that will enrich the eating experience, nice evenings and events, we are not striving to be a bar and the alcohol will be convenient addition to the food and not the main seller of our establishment.

We had been doing changes in the ambiance that we can attract the family and the customers that we described above families young people that love pizza and what we offer in our menu, We had acquired the place since January painting, and we have been renovating changed and replaced the floor, the lighting, building the counter that food can be order purchased during the day also a salad bar that our kitchen staff will prepare, The window that

we open in the kitchen will give visibility to the food being prepared, the pizzas will be hand tossed as they ordered for the dining room or order to delivery. We plan to have soft drinks and and water in a addition build counter with spices that during the day customers self serve. A new addition of the business we planing to open morning hours and will have a simple brunch menu and coffee.

Since the location was a bar we are trying to change the image to a family pizza place we would like to operate, we have a beautiful patio with umbrellas that we hope customers would like to use it, during the day and evening, we also plan on utilizing the the volleyball court on the back we plan on having groups of friends coming here for great food and volleyball games. The back at the sand court also there is a tiki bar, that could be put to use for volleyball games or birthday parties.

We have our cooking stuff already trained and experienced from the State street location and we are in the process of hiring the rest of the staff needed very soon.

We will provide on site training for our staff and send to food safe training our kitchen staff.

We are planning to have a delivery business out of this location in partnership with our delivery and online food ordering system Eatstreet.

We planning to start serving our menu and soft drinks in the beginning of June and we plan on having other refreshing alcoholic drinks when/if we get the liquor licence.

The Business of Pizza Di Roma is run by a family owned business husband and wife, Jimmy Shkelqim Pashaj And Marinela Manastirli, we both have 15 years of restaurant business experience, we have a core group of trained stuff to prepare our menu and we are directly involved in the process or we know how to prepare it ourselves.

We had been decisive over the years to keep the consistency of the type of pizza we uniquely prepare and the method we prepare it cook it and serve it, with the same high quality ingredients and at the same time we study and try to satisfy the customers trends and the competition of food industry the health conscious customers and different group ages trends.

The location has the capacity sitting 180 people and we are planning to employee 14-16 people on this location. We plan as of now to have brunch, lunch and dinner and the hours of operation will be 7:00 am until 11.00 pm daily.