

# Paco's Tacos Business Plan

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## **Business Synopsis:**

Paco's Tacos will be a fast casual sit-down and takeout Mexican restaurant that will provide the customer with fast and tasty quality food. The main focus of the restaurant will be that of a buffet that will carry classic Mexican staples, soups, salad, and some surprises to keep the buffet different every visit. I also offer take-out, delivery, as well as the ability to allow customers to host private events. The proceeding is the business plan of Paco's Tacos' where it will cover the business objective, the business' target market, and market analyst. It is important to note that as of Summer, 2019, Paco's Tacos has been in operation in its current location at 1331 Greenway Cross, Madison, WI 53713; prior, Paco's was located in downtown Stoughton for three years.

## **Business Experience:**

I, Celso Xelua, am the owner of Paco's Tacos. I have worked in the restaurant business for over 19 years, most of which has been for the Madison, WI area Uno Pizzeria and Grills (the locations of which are owned and operated by the same ownership team). I have had experiences in nearly every position within Unos and have carried all of the titles one could hold, except for "Owner", until I opened my first restaurant in Downtown Stoughton back in 2016. However, prior to my first restaurant, I began at Unos bussing tables and cleaning the stores, to being a key part of the kitchen staff with food prep and inventory, to being a manager. There have been many years where I have worked 70+ hours a week at the Uno restaurants.

## **Desired Location and Why:**

After three years of learning how to be an owner of a restaurant in Stoughton, I decided that I needed to be in the Madison area where there is more population, more nearby businesses, and more activities for people during the day and evening. Because I wanted to have a buffet concept, and part of my business is to allow customers to host private events, I needed a location that had two big open and inviting rooms. After doing some searching, I landed with 1331 Greenway Cross – a location that is not on a main street, but one that is just off Fish Hatchery Rd, just off the Madison Beltline Hwy. The location has two big rooms that are bright and tall, each with the ability to seat 30-40 people. The kitchen was in place and there was enough room near the kitchen area for me to setup my buffet tables. The parking is also ample.

For the general area, there are a fair amount of residential homes, and an elementary school. However, what I have found is that down the street is an industrial business park that has many many workers who only have 30-45 minutes for lunch – which is great for my buffet concept. During the few months

that I have been open, I have had roughly 40-50 lunch customers a day, and a lot of evening takeout/delivery orders.

Given my rental budget, and the size and layout needed, Greenway Cross has been a great location for me. I currently do not have the ability to sell beer and wine, but if I do, I can see a upswing in my evening dine-in numbers.

**Menu:**

The buffet price is:

- Adult: \$10.99 + tax for lunch, and \$12.30 + tax; prices include soda
- Children (8 & Under): \$5.49 + tax for lunch, and \$7.99 + tax; prices include soda

For menu items, I have attached my current menu.

Our goal is to also sell prepackaged/bottled beer and prepackaged/bottle wine. At this time, given that we are going to be running a smaller staff, doing any sales of non-prepackaged or pre-bottled alcoholic drinks will only take away from the focus on the food. We do not see the ratio of sales of beer and wine exceeding 15%, may be 20%, of our overall gross sales. Also, we want to have families come in, and so this approach to beer and wine may be the most appealing.

**Planned Hours of Operation:**

- Monday – Wednesday: 11:00am – 9:00pm
- Thursday – Saturday: 11:00am – 2:00am
- Sunday: 11:00am – 8:00pm

Please note that we may even offer late night hours to cater to those who work the late shifts.

**Other Sources of Income:**

There will be no other income for Celso when he officially opens the restaurant. Once things fall in-line with Paco's Tacos, he will mutually leave Uno and focus all of his time with his new venture.

Kitchen

Front  
Door

Parting

## Lunch Entrées

Daily until 3pm.

Served with fountain drink, Mexican red rice and refried beans or soup. \$8.49

### Dos "T"s

One tamal with red or green sauce and taco with choice of meat.

### Taco Salad

A fresh mix of lettuce, cheese, tomatoes, onions, sour cream, cilantro, choice of meat and side of red sauce.

### Enchilada Lunch

2 enchiladas with choice of meat and topped with mole sauce, lettuce, onions, cheese and a side of sour cream.

### Ranchero Steak

Topped with sautéed onions, green and red peppers and covered with melted cheese. Served with tortillas

### Taco Lunch

2 soft tacos with your choice of meat, cilantro, onions and green or red sauce.

### Burrito Lunch

Rolled flour tortilla filled with choice of meat, housemade refried beans, cheese, lettuce, tomatoes, onions and red sauce.

### Pork Chunks Lunch

Seasoned chunks of tender pork with our signature green sauce. Served with tortillas.

### Chimichanga Lunch

Rolled up flour tortilla with your choice of meat. Deep fried and topped with cheese sauce.

### Diablo Shrimp Lunch

Shrimp cooked in our diablo red sauce and served with sautéed onions, green and red peppers. Comes with tortillas.

## Sandwiches & Wraps

### 3 Tacos

Three soft shell corn tortillas with your choice of meat, cilantro, onions, avocado and green or red sauce. Served with housemade refried beans and red rice. \$9.99

### Burritos

Flour tortilla filled with your choice of meat, housemade refried beans, cheese, lettuce, tomatoes, onions, avocados and red sauce. Served with chips and salsa.

Large \$10.49 Medium \$8.99

### Gorditas

Mexican flatbread made from commmeal stuffed with choice of meat, onions, cilantro, avocado and green or red sauce. Served with chips and salsa. \$5.99

### Guarache

Think a super big open-faced gordita sandwich with your choice of meat. \$8.99

### Torta de Milanesa de Pollo

Traditional Mexican sandwich with breaded chicken, housemade refried beans, lettuce, onions, cilantro, avocado, cheese & chipotle mayo. Served with chips and salsa \$10.49

### Torta or Cemita

Our Mexican sandwich with your choice of meat, housemade refried beans, lettuce, onions, cilantro, avocado, cheese, chipotle mayo. As a torta on a sourdough bun or Cemita sesame seed bun. Served with fresh tortilla chips. \$10.49

## Entrées

Served with Mexican red rice and refried beans.

### Ranchero Steak

Topped with sautéed onions, green and red peppers and covered with melted cheese. Served with tortillas. \$11.99

### Diablo Shrimp

Shrimp cooked in our diablo red sauce and served with sautéed onions, green and red peppers. Served with tortillas. \$12.99

### Combo Dinner

Diablo shrimp and Tilapia fish with sautéed onions, green and red peppers and red sauce. Served with tortillas. \$12.99

### Fajitas

Choice of meat served with tortillas, salad, shredded cheese, sour cream. Served with tortillas. Chicken or Steak \$11.99 Shrimp or Combo \$12.99

### Tilapia Dinner

Pan-fried tilapia topped with pico de gallo. \$9.99

### Milanesa

Breaded chicken Milanesa with red rice, refried beans. \$9.99

### Carnitas

Tender seasoned pulled-pork with our green sauce. Served with tortillas. \$10.99

### 2 Tamales Dinner

Corn dough steamed in a corn husk with grilled chicken breast and red or green sauce. \$9.99

### Three Amigos Dinner

Choose any combo of 3 from tacos, enchiladas, tamales, soup of the day or nachos. \$10.99

### Pork Chunks

Seasoned chunks of tender pork with our signature green sauce. Served with tortillas. \$11.99

### Enchiladas de Pollo

3 enchiladas with choice of meat and topped with mole sauce, lettuce, onions, cheese and a side of sour cream. \$10.99

### Chimichanga

Rolled up flour tortilla with your choice of meat. Deep fried and topped with cheese sauce. Served with guacamole \$10.99

### Pollo a la Brasa

Grilled seasoned chicken breast. \$10.99

### Paco Salad

Fresh lettuce, onions, tomatoes, cheese, sour cream cilantro, salsa and your choice of meat. \$9.99

### MEAT CHOICES:

Pollo Chicken, Carne Asada

Steak, Al Pastor *Marinated Pork*, Lengua Beef

Tongue, Chicharron *Pork Rind*, Cecina *Dried Beef*, Carnitas de Res *Shredded Beef*, Chorizo

Sausage, Carnitas *Pork*, Carne Molida *Ground Beef*, Pescado *Fish*, Tripa *Fried Pork Tripe*,

Cabeza *Pork Head Meat*, Barbacoa

Seasoned *Goat Meat*

## PACO'S TACOS

