



A BUSINESS PLAN FOR:

**JOHN Q RESTAURANT INC.
1262 JOHN Q HAMMONS DR
MADISON, WI 53717**

BY:

Cowboy Jacks



EXECUTIVE SUMMARY

The traditional Home style country restaurant will be moderately priced 200 seats restaurant offering versatile food menu and service. Chicken breast, steaks with classic hamburgers, wraps and generous salads are on the menu. We will offer specialty selections including a lighter options and brunch for the weekend.

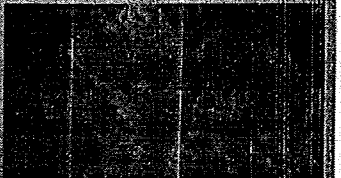
The restaurant will branch of franchise owned and operated Prince Singh and AMG. Together they have over 20+ years of experiences in the restaurant and catering industry.

The cowboy jacks will be leasing a 10,000 square foot space located at 1262 john q hammons dr, Madison. The site was previously leased by Sprechers as an Irish restaurant and pub. The location will also require some additional renovation to update the lavatories and interior bar and floor area.

The decor will feature wood accented country style chair and booths. Dinner style tables will be surrounded by wooden chairs with comfortable seating cushions. Sales projections 2.5mil annually. This equates to around \$250 per square foot in sales annually which positions cowboy jacks as a highly desirable concept for ownership. In a table service market \$200 to \$250 per square foot is considered moderately profitable and therefore a good investment.

BUSINESS OBJECTIVES

The primary objectives of the business plan for restaurants are below. To be the premier home style country style restaurant in Madison, WI. To provide quality meals at reasonable prices with exemplary service. Achieve cover ratio of 1.00X at each lunch and dinner serving. To achieve prime cost ratio lower than 65%.





MISSION STATEMENT

Our Mission is to provide a unique and relaxing dining experience-similar to dining at home. We will strive to achieve this goal by: 1) by providing menu items incorporating quality ingredients at reasonable prices, and 2) we will be mindful of the well-being of our customers and staff-treating each and everyone with dignity and respect-just like we would at our own home.

GUIDING PRINCIPLES

1. *Being Mindful of our Customers and our Staff*

Coinciding with our family values, we will treat both our customers and staff in a manner in which we ourselves would want to be treated (or better!)

2. *Gratitude*

"An attitude of gratitude" shown to our customers, employees and vendors - because without their input, service, labor and time, our business would not be here without them!

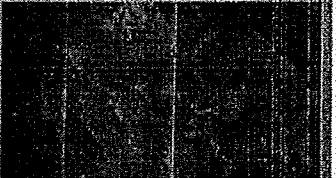
3. *Our Service*

Provide the warm and friendly service expected from a family-style restaurant creating an informal, comfortable environment which will make the customers satisfied and want to return again and again.

Keys to Success

Repeat business: Every customer who comes in once should want to return, and recommend us. Word-of-mouth marketing is a powerful ally.

Hire top notch chefs and offer training to keep the chef on top of his/her game, and pay top wages to ensure they stay with us.





• Location: Convenience is essential to us, we need to be close to our market because we are not trying to get people to travel to reach us.

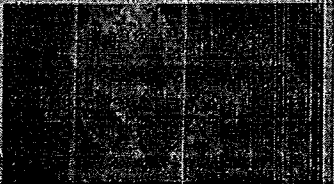
• A variety of menu offerings with a "down home" theme, reasonably priced to establish credibility, but not so high as to limit customers.

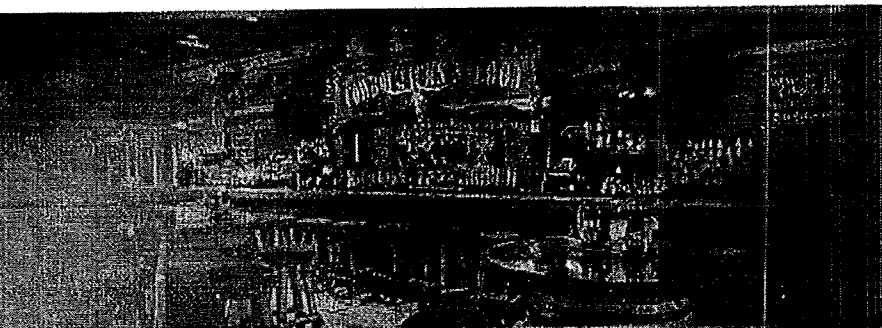
Company Description

The Traditional Home-Style Restaurant will be located 1262 John O hammons dr, Madison Wisconsin. The restaurant will be wholly owned and operated by Cowboy Jack's. The restaurant will serve a variety of classic home-style favorites from pot roast and mashed potatoes to patty melts and vanilla ice cream.

The restaurant will be open 7 days a week with hours as follows:

Monday	11:00 am - Midnight
Tuesday	11:00 am - Midnight
Wednesday	11:00 am - Midnight
Thursday	11:00 am - Midnight
Friday	11:00 am - 2am
Saturday	10:00 am - 2am
Sunday	10:00 am - 11pm





The grill cook will use the printed ticket to keep track of orders and place the meal under the heating lamps until the order is complete. The kitchen preparation line has been designed to be operated by a minimum staff of 1 line cook and a maximum of 4 cooks. This design allows line staffing to be adjusted to the business volume. Shift changes for all staff will involve cleanup, restocking and preparation. All monies will be settled at the end of each shift. The closing shift will involve designated closing duties that will leave the restaurant clean and fully prepared for the next day.

Competitive Comparison

The US restaurant industry includes about 480,000 restaurants with combined annual revenue of about \$400 billion. Major companies include Brinker International (which owns Chili's Grill & Bar) and Maggiano's, Ruby Tuesdays, McDonald's, YUM! Brands (KFC, Pizza Hut, Taco Bell), and Darden Restaurants (Olive Garden, Red Lobster). The industry is highly fragmented; the 50 largest companies hold just 20 percent of the market.

Local competitors within a five mile radius are as follows:

- P.F. Chang restaurant: This is a full service family restaurant established not long ago.
- 9,000 SF restaurant run as a sole proprietorship, approx 30 employees and generates \$1.7 million in revenue annually.
- Applebee's - this is a chain restaurant offering standard fare. The food quality is average. Entries range from \$6.99 - \$20.
- Biggls - this is a chain restaurant also offering standard fare. Food choices are varied.





- Quaker Lube - This is sole proprietorship offering primarily barbeque item. Although the food offering does not compete directly with the subject, the restaurant targets the same neighborhood families and has been operating at the single location.

- Johnny's Italian - located along highway 14 >, the restaurant is not located within the target market area. However due to its menu offering of home comfort food, the restaurant attracts a similar market.

SUPPLIERS

Because of their years of experience combined with their existing catering business, Cowboy Jack's have established relationships with qualified suppliers. These suppliers can provide reasonably priced products, delivered according to the schedule.

Management Controls:

Cowboy Jack's sound management procedures in order to control costs, insure quality of product and provide friendly customer service. The following systems will be used by management:

Order Guide: The restaurant will use an item specific order guide to track order history and maintain designated levels of product in inventory.

Weekly Inventory: Management will conduct a weekly inventory to determine valuation for use in the preparation of weekly profit and loss reports.

Daily Inventory Tracking: Daily inventory will be taken on specific items. Movement will be compared to sales data to ensure designated products have been properly accounted for.





COWBOY JACK'S

MENU CONT.

COWBOY JACK'S SIGNATURE DRINKS

Buffwhip ~ Three Olives, Vanilla Vodka, Red Bull Orange Edition, splash of orange juice 9

Tallgate Tea ~ Old Camp Peach Pecan Whiskey, Iced tea, lemon wedge 8

El Charro Gimlet ~ Maestro Doble Diamante Tequila with a splash of lime, salt rim 9

Slim Sangarapilla ~ Frozen Black Spiced Rum, Peppi, Kahlua, cream (it's delicious) 8

Willie Nelson ~ Colorado High Real Hemp Vodka, Melon Liqueur, Sierra Miso 8

Colorado Sidecar ~ A shot of Stranishers, small batched and brewed in Colorado, with a Jack's IPA back 11

Backroads High Ball ~ Tin Cup Mountain Whiskey, Gingerale, lime wedge 7

APPETIZERS

Cowboy Jack's Wings ~ oven baked and then fried off. Choose one flavor: hot, mild, bog, teryaki, bourbon strachio, honey sauce, Slim's dry rub, chili garlic sauce or scorpion -wings, Ranch or bleu cheese 6pc 7.11pc 12.11pc 18pc 18

Cowboy Jack's Boneless Wings ~ choose one flavor: hot, mild, bog, teryaki, bourbon strachio, honey garlic, Slim's dry rub, chili garlic sauce or scorpion-wings, Ranch or bleu cheese 10

Cowboy Queso ~ our signature queso recipe served with tortilla chips 9 (Klean Friendly) Add taco beef for 2

Southwest Quesadilla ~ cheese blend, onions, tomatoes, sour cream 8 Add chicken or taco beef for 2

Vegete Quesadilla ~ roasted red peppers, portobello mushrooms, onions, tomatoes, cheese blend, sour cream, salsa, sun-dried tomato tortilla 11

Wisconsin's Klondike Cheese Curds ~ ranch 10

Wallya Fingers ~ onion strings, chipotle ranch 10

Avocado Egg Rolls ~ grilled chicken, roasted red peppers, corn, black beans, cilantro, guacamole 10

Colomari ~ lightly tossed in our homemade breading and fried light & crisp, with chipotle ranch 11

Sirloin Tips ~ all natural MN Angus choice beef tips, Cowboy Jack's Dry Rub™, garnished with onion strings. Served with a side of chili garlic sauce 12 (Klean Friendly) (Klean Friendly) Try our under 550 calorie version

Country Nachos ~ cheese, jalapenos, black olives, pico de gallo, sour cream, salsa 11 (Klean Friendly) Add chicken or taco beef for 2

Porter Skins ~ jalapenos, smokehouse bacon, scallions, cheddar jack, salsa, sour cream 10

Stoppo Jack Sliders ~ four sliders with a rich flavor and a kick 10

Braised BBQ Chicken Sliders ~ four sliders, Cowboy Jack's BBQ Sauce 11

Mini Yoter Toi Hot Dish ~ smaller version of our famous entrée 8

Mini Cornbread Skillet ~ an original Cowboy Jack's menu item, whipped cinnamon-honey butter 6

Mini Blueberry Cornbread Skillet ~ cinnamon-honey butter 7

Salsa & Guacamole Combo ~ served with chips 11

El Jefe Street Tacos ~ corn tortillas, lettuce, pico de gallo, guacamole, sour cream. Choose one style: fish, smoked pork, smoked brisket 11

COWBOY JACK'S LUNCH SPECIAL



Quick-Serve Lunch ~ Your choice: Stoppo Jack or Braised BBQ Chicken sandwich. Served with soup or salad 10

SOUPS & SALADS

Brothy Chicken Wild Rice Soup ~ homemade, Ladakou 6

Cowboy's Famous Chili ~ house made range style chili 6

House Salad ~ mixed greens, cucumber, tomato, house-made croutons, bleu cheese, Thousand Island Ranch, sliced turkey, hard-boiled eggs, vinaigrette, Honey Mustard Ranch, Raspberry Vinaigrette, Chipotle Ranch 5

House Caesar ~ romaine, parmesan, house-made croutons 3 (Klean Friendly) (Klean Friendly)

Strawberry Pops Salad ~ mixed greens, cranberry, feta cheese, sliced almonds, balsamic vinaigrette, side of wild berry vinaigrette 11 (Klean Friendly) Add grilled chicken 2 (Klean Friendly) (Klean Friendly)

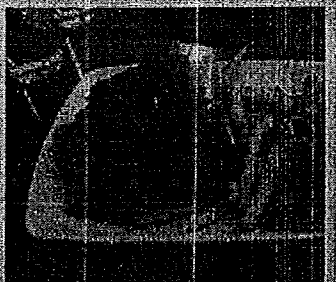
Buffalo Chicken Salad ~ mixed greens, diced chicken tenders, our spicy buffalo sauce, celery, tomatoes, bleu cheese crumbles, side of bleu cheese dressing 11

Stuck Salad ~ mixed greens, tomatoes, red onion, cucumbers, our all natural Angus tenderloin, topped with onion strings, side of bleu cheese dressing 12 (Klean Friendly) (Klean Friendly) Try our under 500 calorie version

Cheese Salad ~ romaine, parmesan cheese, house-made croutons 9 (Klean Friendly) (Klean Friendly) Add grilled chicken 2

Cowboy Chop Salad ~ mixed greens, jalapeno, bacon, shredded cheddar jack cheese, cilantro, onions, carrots, herb roasted turkey, sliced egg, choice of dressing 11 (Klean Friendly)

Taco Salad ~ mixed greens, taco beef, pico de gallo, shredded cheddar jack cheese, cilantro, guacamole, sour cream, garnished with tortilla chips, side of chipotle ranch dressing 11 (Klean Friendly) (Klean Friendly)





MENU CONT.

SANDWICHES & WRAPS

Upgrade to Lasso fries. Tater Tots or Sweet Potato Fries

Kobe Beef Philly Wrap - kobe beef, onions, peppers, onion string, queso, sun-dried tomato, tomato. 11

Chicken Caesar Wrap - grilled all natural chicken, tomato, parmesan, caesar dressing, soft-shell tortilla. 10

Buffalo Chicken Wrap - chicken tenders, buffalo sauce, mixed greens, celery, red onions, flour cheese, soft flour tortilla. 10

Loaded Turkey Wrap - taco beef, mixed greens, queso, tomato, chipotle ranch, pico de gallo, sun-dried tomato, tortilla. Side of melted chips, salsa. 10

Veggie Wrap - portabella mushroom, mixed greens, cucumber, bleu cheese crumbles, red onion, balsamic vinaigrette, sun-dried tomato, tortilla. 10

Avocado Turkey Wrap - mixed greens, all natural turkey, guacamole, jalapeno, tomato, tomato, ranch sun-dried tomato tortilla. 10

COMBOY BORRITO 10
Lamb fresh scrambled eggs, queso, guacamole, sausage, jalapeno bacon, pico de gallo, cheese, jalapeno, tomatoes wrapped in a shredded tomatillo tortilla.

Braised BBQ Chicken - braided brisket, onion sauce, tomato, onion, cowboy jack's BBQ sauce, 11" burrito bun. 10

Stabby Cowboy Jack - old western recipe, onion, ranch, tomato, cowboy jack's BBQ sauce, 11" burrito bun. 10

Smoked Pork Sandwich - smoked pulled pork, cowboy jack's BBQ sauce, coleslaw, burger bun. 10

Jack's Club Sandwich - all natural beef roasted turkey, all natural pears, american ham, bacon, mayo, lettuce, tomato, cheddar cheese, sourdough bread. 11

Hunt & Chicago Melt - all natural pork, american ham, Swiss & American cheese, tomato, applewood smoked bacon, sourdough bread. 10

Open-Faced Chicken Sandwich - slow roasted chicken, garlic mashed potatoes, cowboy jack's BBQ sauce, tomato, onion, onion dressing, tossed tomatillo. 10

Cowboy Reuben - corned beef, slow roasted for 6 hours, Swiss cheese, cheddar, thousand island dressing, tossed tomatillo. 10

Cowboy Reuben - all natural hand roasted turkey, Swiss cheese, sauerkraut, thousand island dressing, tossed tomatillo. 10

Smoked Brisket Sandwich - smoked brisket, cowboy jack's BBQ sauce, onion string, burger bun. 10

Our burgers are all natural. All Angus choice beef. Our chicken breasts are all natural. All raised chicken. Our fries are all natural. All hand cut. Our drinks are all natural and 100% pure. All burgers are served with lettuce, tomato, onion, pickles. Upgrade to Lasso fries, Tater Tots or Sweet Potato Fries.

HANDCRAFTED BURGERS/CHICKEN/BISON

Two half pound all natural All Angus choice beef patties, cheese, onion string, bacon, mushroom, lettuce, tomato, onion, jalapeno, pickles. 18

Chipotle Burger/Chicken - choice of cheese. 10

Mountain & Swiss Burger/Chicken - sautéed mushrooms, Swiss cheese. 10.50

Bacon Melt - melted cheddar, sautéed onions, Swiss, american cheese. 10.50

Buffalo Burger/Chicken - jalapeno, bacon, buffalo sauce, mushrooms, pepper, jack cheese. 11

100% Burger/Chicken - bacon, onion, cheddar. 10.50

SIDE ITEMS

Sweet Potato Fries
Baked Potato
Cottage Potatoes

Collard Greens
Mashed Potatoes
Garlic Mashed Potatoes

YOUR CHOICE FOR ONLY 2 BREACH

Chipotle Turkey Burger - chipotle sautéed all natural ground turkey. 10

Cowboy Burger/Chicken - bacon, cheddar, onion string, jack's BBQ sauce. 10.50

Cowboy Stop Burger/Chicken - queso, jalapeno, bacon, onion string. 11.50

Black Bean Veggie Burger - our black bean veggie burger, lettuce, tomato, pepper, onion. 10

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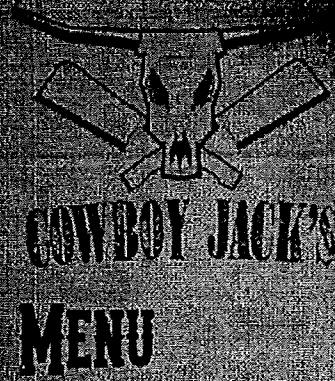
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HOMEMADE PIZZAS

Jack Up Your Own Pizza
 Cheese 12 Large Cheese 14 Extra Toppings 1.75 each

Pepperoni
 Braised Chicken
 Smokehouse Bacon
 Canadian Bacon
 Sausage

Mushrooms
 Green Olives
 Black Olives
 Bell Peppers
 Red Onions

Mozzarella
 Roasted Garlic
 Sun-dried Tomatoes
 Roasted Red Pepper
 Tomatoes

Gorgonzola
 Peperoncino
 Scallions
 Jalapenos

Jack's Garbage - pepperoni, sausage, onions, mushrooms, black olives, bell peppers, roasted garlic pepperoni 14 Large 18

Veggie - gorgonzola cheese, mushrooms, roasted red peppers, red onions 14 Large 18

Four Meat - Canadian Bacon, sausage, pepperoni, smokehouse bacon 14 Large 18

Pesto Cream - pesto cream sauce, chicken, parmesan, sun-dried tomatoes, red onions 14 Large 18

BBQ Chicken - braised chicken, red onions with Cowboy Jack's BBQ Sauce™ 14 Large 18

Our pizza is friendly (no dough) on my

FLAYHEADS

Smoky Chicken - braised chicken, red onion, Jack's house-made Smokey Tex sauce, mozzarella cheese 10

Espresso - tomatoes, basil, mozzarella cheese, garlic olive oil, balsamic glaze 10

Veggie - mushrooms, roasted red peppers, onions, tomatoes, cilantro red pepper spread 10

Pasta Chicken - house-made pesto cream sauce, braised chicken, sun-dried tomatoes, mozzarella cheese 10

Steak & Mushroom - marinated steak, sautéed mushrooms, red onions, mozzarella, gorgonzola cheese 11

SALOON SPECIALTIES

Baby Back Ribs - slow-cooked pork ribs, brined with our Cowboy Jack's BBQ Sauce™, seasonal vegetable, choice of potato (mashed, baked, sweet potato fries, later tots,asso fries) Full Rack 25 Half Rack 15 (Gluten Friendly Version Available)

Wally's - fresh Minnesota sautéed walleye with seasonal vegetables, rice pilaf 19 To Be Shaved

Ribeye - 16oz all natural MN Angus choice beef, seasonal vegetable, choice of potato (mashed, baked, sweet potato fries, later tots,asso fries) 29 (Gluten Friendly Version Available)

Totter Tot Hot Dish - our secret recipe is served mountain range style in a cast iron skillet, all the hearty fixin's 16

New York Sirloin - 12oz all natural MN Angus choice beef served with seasonal vegetables and your choice of potato (mashed, baked, sweet potato fries, later tots,asso fries) 28 (Gluten Friendly Version Available)

Sirloin - 8oz all natural MN Angus choice beef served with seasonal vegetables and your choice of potato (mashed, baked, sweet potato fries, later tots,asso fries) 19 (Gluten Friendly Version Available)

QUINOA BOWL

delicious and healthy! Seasoned grilled chicken and sautéed mixed vegetables tossed in our house-made garlic chili sauce. Organic quinoa 10

DESSERTS

Jack's Truffle - Jack's secret recipe, chocolate shell, decadent center, soft serve vanilla ice cream 8

Mini Jack's Truffle - 5

Brownie Cheesecake - vanilla cheesecake, luscious with caramel brownies baked atop a chewy brownie crust, topped with vanilla moussé, finished with chocolate ganache, walnuts 8

Mini Donuts - tossed in cinnamon sugar 7

Pomegranate Cheesecake - free of GMO's and trans fats. Made with only natural ingredients, no artificial colors or flavors 8

Caramel Apple Pie Served With Ice Cream - buttery caramel and toffee studded custard, granny smith apples, shortbread crust. Served with ice cream 8

AT COWBOY JACK'S WE FEEL GOOD ABOUT OUR FOOD

Our chicken, beef, turkey, pork, and ribs are responsibly sourced, raised naturally, and fresh.

OUR TURKEY

100% all natural, humanely raised, no preservatives, vegetarian grain fed, no drugs, no trans fat, grown in America.

OUR BEEF

Locally sourced, all natural, no hormones or antibiotics, open range raised, grass fed, no pesticides or herbicides used on the pasture.

OUR PORK

100% all natural, pasture raised, no drugs or by-products, no artificial flavors or colors, no MSG, no trans fat, grown in America.

OUR BURGERS & STEAKS

100% all natural MN Angus choice beef

Our ribs are locally sourced Minnesota Walleye. Our walleye is raised in America's best chicken.





PRINCE SINGH BIOGRAPHY

Prince Singh has degrees in business management and film studies. He found American Hospitality Inc while in college. He partnership with American hotels and Camelot hotels llc. He drove the business to new era. He flipped hotels to upper economy brand hotels and turned properties in to huge profitable years. From single owner/operator, today company grows to 55+ employees. Prince also opened restaurant called Dancing Ganesha, which gained huge popularity in short period with his business and great hospitality ideas. After great success of Dancing Ganesha, Prince purchased majority shares of well known Tanglers club and turned into one of the elite lounge in Minneapolis downtown. He highly believes in creating positive environment and great guest experience regardless of the industry he is involved in. He is excellent in diversity of hospitality businesses in both hotels and restaurant industry. He is young professional and has aggressive workethics. He successfully ran 3 locations of the Cowboy Jack's franchise in Minnesota. He invested his experience and education to make those three locations very successful.

