



City of Madison Liquor/Beer License Application

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: French)
 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
LA KITCHENETTE LLC
- Trade Name (doing business as) LA KITCHENETTE LLC
- Address to be licensed 805 Williamson St
- Mailing address 305 W JOHNSON ST - APT 739
- Anticipated opening date 08/30/2016
- 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.
Alcohol will be stored in the basement and fridge in the commercial kitchen. It will be served in the dining room (350 square feet)

- 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 20
- 13. Describe existing parking and how parking lot is to be monitored.
There are 4 parking lots next the building
2 of them are reserved for the restaurant
- 14. Was this premises licensed for the sale of liquor or beer during the past license year?
 No Yes, license issued to Bon appetit catering LLP (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 Virginia OK
- 17. City, state in which agent resides WI, Madison
- 18. How long has the agent continuously resided in the State of Wisconsin? 6 months
- 19. Appointment of agent form and background check form are attached. French citizen.
- 20. Has the liquor license agent completed the responsible beverage server training course?
 No, but will complete prior to ALRC meeting Yes, date completed _____
- 21. State and date of registration of corporation, nonprofit organization, or LLC.
WI, 3/16/16

- 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	Virginia OK	Madison, WI

- 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.
Virginia OK

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) _____

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 _____

27. Business description French restaurant offering breakfast,
lunch and dinner.

28. Hours of operation 7:30am - 2pm // 6pm - 9pm

29. Describe your management experience I have been working in a
restaurant in Australia, managing all the staff
(4 people). I got my Responsible service of alcohol diploma
there in Melbourne

30. List names of managers below, along with city and state of residence.

Virginie Ok WI, Madison

31. Describe staffing levels and staff duties at the proposed establishment _____

There will be 2 full-time servers that completed
the responsible beverage server training

32. Describe your employee training Minimum 2 years of experience.

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

People looking for a friendly, small and cozy place to eat french food.

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

Articles in magazines, Facebook, Instagram, website, flyers.

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? _____

38. What age range do you hope to attract to your establishment? 30-60 years old

39. What type of food will you be serving, if any? _____
 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? 7:30 am-2pm and 6pm-9pm

42. What hours, if any, will food service not be available? _____

43. Indicate any other product/service offered. _____

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? 4 part time

During what hours do you anticipate they will be on duty? 7:30 am-3pm - 5:30 pm-10pm

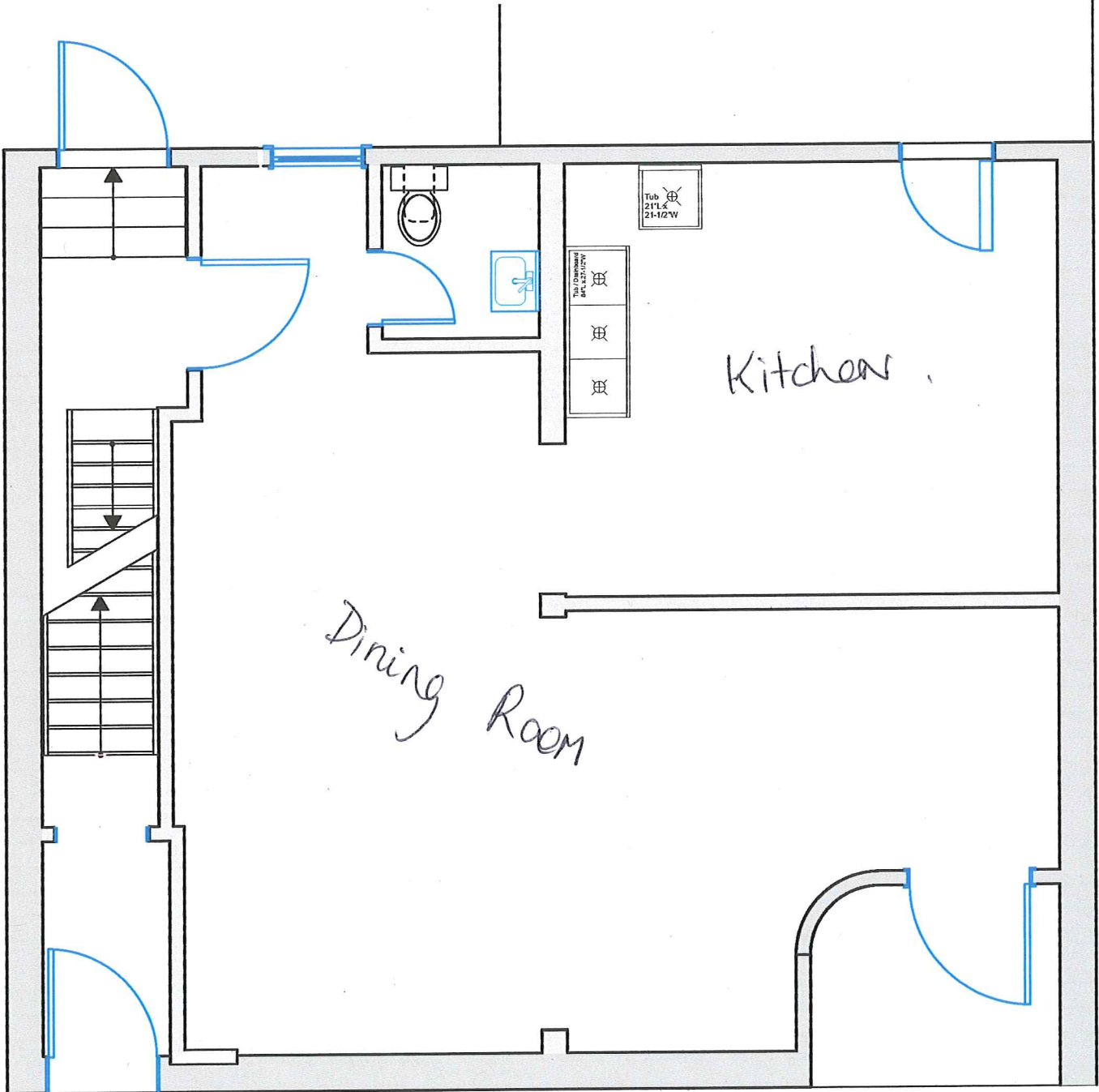
47. Do you plan to have hosts or hostesses seating customers? No Yes

Servers will welcome them as it is a small dining room.

48. Do your plans call for a full-service bar? No Yes
 If yes, how many barstools do you anticipate having at your bar? _____
 How many bartenders do you anticipate having work at one time on a busy night? _____
49. Will there be a kitchen facility separate from the bar? No Yes NA
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____ NA
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? _____
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 0%
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:
10 % Alcohol 70 % Food 20 % 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



1 805 - First Floor
Scale: 1/4" = 1'-0"

Brunch

Saturday and Sunday

SPECIALTIES

BRIOCHE FRENCH TOAST 11 warm apple cinnamon & warm pure maple syrup on the side, whipped cream (you'll love it)

SOUPE A L'OIGNON GRATINÉE 8

Caramelized onion soup with toasted baguette topped with grilled Swiss cheese

BAGUETTE, BEURRE, CONFITURES 5

Baguette, butter, 2 jam and honey

OMELETTES

SPINACH, CRISPY BACON, SHALLOT and GOAT CHEESE 14

MUSHROOM, GREEN ONION, BLUE CHEESE OR BRIE 14

Served with petite salade and French potatoes persillade

SCRAMBLED EGGS

SWISS CHEESE, HERBES DE PROVENCE, CRISPY FRIED BACON ON THE TOP, 13

FRESH SMOKED SALMON ON THE TOP, LEMON, FRESH DILL 15

Served with petite salade and French potatoes persillade

ENTRÉES

Served with petite salade

TARTIFLETTE GRATINEE Crispy bacon, potato, onion, béchamel, Swiss cheese 16

MUSHROOM GRATINEE Mushroom, ham, béchamel, Swiss cheese 16

NORMANDE GRATINEE Potatoe, sour cream, ham, Camembert « Brie » 16

CREPE MONTAGNARDE Prosciutto, Brie, sunny side egg 14

CREPE NORVEGIENNE Smoked salmon, Norwegian sauce

CROQUE-MONSIEUR with Ham, béchamel, Swiss cheese toasted on the bread 14

CROQUE-MADAME (add a fried egg) 15

ASSIETTE de CHARCUTERIE 15

Prosciutto, saucisson sec, ham, cornichons, butter. Served with baguette & petite salade

ASSIETTE de FROMAGE 15

Comte, Brie, goat cheese, blue cheese, walnuts,

Served with baguette & petite salade

DESSERTS

SWEET CREPES 5 (*Nutella or lemon curd, or jam*)

LAVENDER CRÈME BRULÉE 8

Dessert of the day...

Sides : Spinach, French potatoes, Mushroom, Bacon / each \$3

Please inform your server of allergies or dietary restrictions and we will do our best to accomodate



RESTAURANT - PERSONAL CHEF

CATERING - COOKING CLASS

Dinner

Specials of the day:

See blackboard

APPETIZERS (HORS D'ŒUVRE)

SOUPE A L'OIGNON GRATINEE 8

Caramelized onion soup with toasted baguette topped with grilled, Swiss cheese

SMOKED SALMON PLATE 16

Toasted bread, Norwegian sauce & petite salade

ASSIETTE de FROMAGE 15

Comte, Brie, goat cheese, blue cheese, walnuts,
Served with baguette & petite salade

ASSIETTE de CHARCUTERIE 15

Prosciutto, saucisson sec, ham, cornichons, butter,
Served with baguette & petite salade

FRENCH BAGUETTE BASKET 3

Served with butter

LARGE SALADS 15

NIÇOISE

Mixed green, tomato, potato, red & green pepper,
green & red onion, tuna, hard-boiled egg, black olive,
anchovies

PIEMONTAISE

Tomato, potato, hard-boiled egg, cornichons, ham,
mayonnaise

GOURMANDE

Baby spinach, bleu cheese, pears, walnuts, strawberries

LYONNAISE

Mixed green, crispy bacon, red onion, poached egg,
croûtons,

SAVORY CRÊPES 14

Served with petite salade

Our savory crepes are made with buckwheat flour

MONTAGNARDE

Prosciutto, Brie, sunny side egg

SAVOYARDE

Crispy bacon, potatoes, onion, béchamel, Swiss cheese

CAMPAGNARDE

Spinach, shallot, béchamel, Swiss cheese, hard-boiled egg

PARISIENNE

Ham, mushroom, béchamel, Swiss cheese

NORVEGIENNE

Smoked salmon, Norwegian sauce

(sour cream, mustard, lemon, fresh dill)

ENTREES (PLAT PRINCIPAL)

SMOKED SALMON GRATINEE 18

Smoked salmon, spinach, shallot, béchamel, Swiss cheese

TARTIFLETTE GRATINEE 16

Crispy bacon, potatoes, onion, béchamel, Swiss cheese

MUSHROOM GRATINEE 16

Mushroom, ham, béchamel, Swiss cheese

NORMANDE GRATINEE 16

Potatoe, sour cream, ham, camembert « brie »

HOME-MADE DESSERTS

LAVENDER CREME BRULEE 8

CHOCOLATE MOUSSE 7

SPECIAL OF THE DAY...

SWEET CREPES 5

(Our sweet crepes are made with wheat)

We can make dessert crepes with buckwheat flour

Crêpe lemon curd

Crêpe sugar lemon

Crêpe nutella

Crêpe jam

Please inform your server of allergies or dietary restrictions and we will do our best to accomodate




RESTAURANT -- PERSONAL CHEF

CATERING - COOKING CLASS

Website : www.cheznanoumadison.com

Email : cheznanouamadison@gmail.com

 Visit us on facebook

We are sorry we do not accept credit cards for bills of \$10 or less (tip excluded)
Thank you for your understanding !

For parties of 8 or greater a 20% gratuity will be added to the bill.

Our bacon and ham are supplied by Jordandal Farms
Our Salmon is supplied by Houmann's
Our Meat and Sausage are supplied by Underground Butcher

BUSINESS HOURS

DINNER

FRIDAY

5:00 to 9 :00pm

SATURDAY

5:00 to 9:00pm

BRUNCH

SATURDAY

9 :00am to 2:00pm

SUNDAY

9:00am to 2:00pm

Tuesday to Thursday,

For private parties or groups of over 10 people
please contact us

Business Plan

La Kitchenette



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"What a huge treat! The food was divine, the service attentive, and the atmosphere was downright darling. We'll be back!" - Yelp Review - 09/17/2014



Executive Summary

"We always have a great experience at Chez Nanou. It is small and cozy, the service has always been stellar and the food is wonderful!" - Open Table Review - 01/17/2016

This Business Plan examines the reasons for Chez Nanou's past success and lays out a plan to build on that success. In it, the reader will find a general description of the restaurant and its history, a breakdown of its services, a market analysis which shows why it is competitive, a personnel plan, and a financial analysis.

Chez Nanou is a successful French Bistro located in a popular neighborhood of Madison, Wisconsin. The restaurant's goal is to serve authentic French food at an affordable price in a cozy atmosphere. Originally called "Bon Appetit," the restaurant was purchased in year by Anne-Marie Rieunier who transformed the business from a relatively unknown French Fusion Bistro into a Madison mainstay known for its authentic French comfort food, outstanding service, and one-of-a-kind environment. Recently, the restaurant was sold to fellow Frenchwoman, Virginie Ok, who plans to improve on its success.

Since Rieunier's takeover, Chez Nanou broadened its market share and became a popular restaurant known to locals and tourists alike. As this business plan shows, the bistro has a wide range of customer-appeal. Moreover, because the French restaurants in Madison provide haute cuisine in a formal environment, Chez Nanou has carved out a market share for itself by providing more affordable food in a cozier, informal environment.

An examination of Chez Nanou's finances show that the Bistro is very successful and capable of employing several workers and providing a salary for its owner. There is, however, room for growth. As this business plan will show, new plans for marketing, a remodeling and expansion of the current space, increased presence at local festivals, and the addition of a satellite food cart, all offer new paths to increased revenue.

Company Description

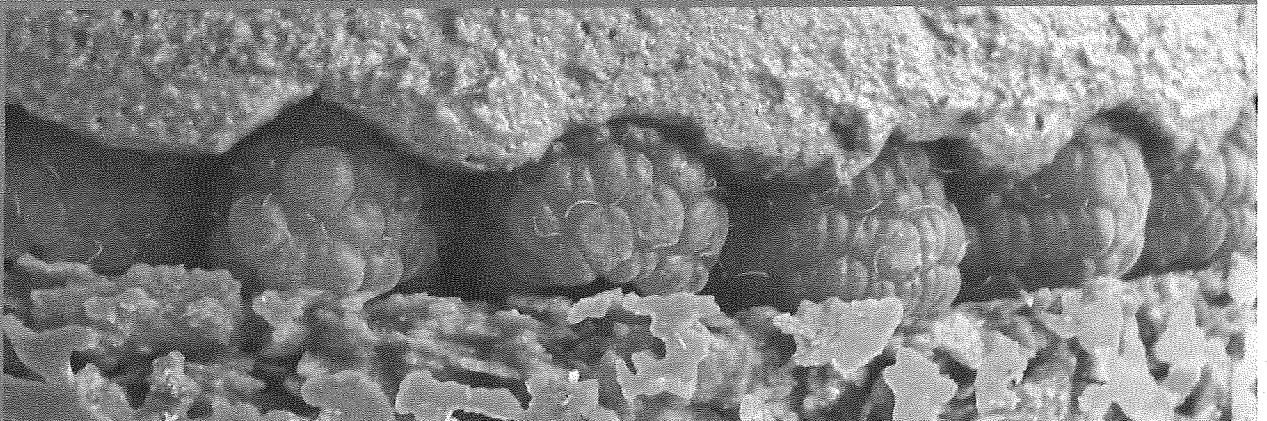
OVERVIEW

Chez Nanou is a successful French Bistro located in a popular neighborhood of Madison, Wisconsin. The restaurant serves authentic French food at an affordable price range in a cozy atmosphere. Open six days a week for breakfast, lunch, and dinner, the menu offers a diverse range of items for its customers. From Encas Salé et Sucré to Entrées to Plat Principal to Pâtisserie and Dessert, Chez Nanou stands out in the Madison restaurant scene as a one-of-a-kind place to enjoy one's dining experience.

HISTORY

In year Chef Greg surname started a restaurant called "Bon Appetit" at the same location. It specialized in French food, but not of the authentic variety currently found at Chez Nanou. In year, Anne-Marie Rieunier purchased the restaurant and turned it into Chez Nanou. In so doing, she completely redid the menu and interior design. In the years proceeding Ms. Rieunier's take over, the restaurant has experienced a consistent upward trend in financial success.

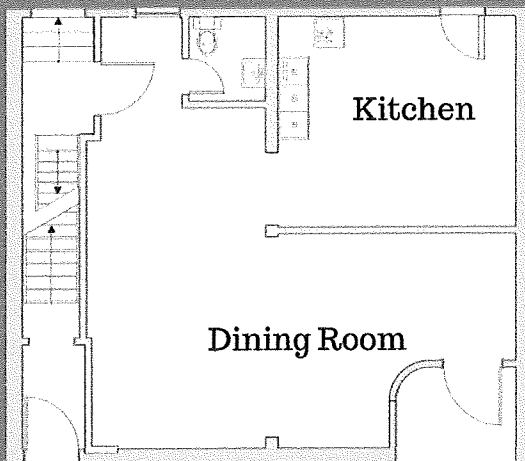
"Petite gem - travel to France from Madison upon walking in the door! You won't be disappointed with the authenticity!" - OpenTable Review - 01/15/2015



"A lovely, cozy destination that leaves you feeling like you just got a hug from someone close to you... it's what a restaurant like this should be: a mini-vacation to a special place that cares about what's on the plate." - OpenTable Review - 08/06/2015

LOCATION AND FACILITIES

Chez Nanou is located in the popular "Willy Street" neighborhood of Madison, Wisconsin. The area is a commercial thoroughfare, surrounded by residential homes, condominiums, and apartment buildings. Within the immediate proximity, several new apartment buildings are under construction and, once completed, they will bring thousands of new regular customers to the area. The building has parking along its side and there is ample street parking in the neighborhood.

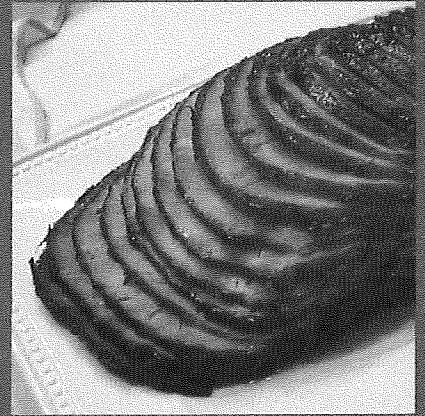


The building itself is owned by Cyborg LLC and is subleased to La Kitchenette LLC until May 2018, and then leased to La Kitchenette LLC for 3 years after that. The interior is quaint and seats 32 people. The walls are tastefully decorated with photographs and paintings of France. The tables are covered with checkered tablecloths and carefully adorned with fresh flowers and candles. On the north side of the interior there are large windows that look out on the main thoroughfare and are half-covered with rustic French-lace, adding to the authentic feel.



MENU

Chez Nanou's menu is one of the main keys to its success. Unlike other French Restaurants in Madison that provide formal haute cuisine, the menu at Chez Nanou is more reflective of what a French grandmother would cook their family on a Sunday gathering. Providing brunch and dinner, the menu contains all the French staples that one would expect to find if they walked into a Parisian Bistro frequented by the locals. These include: sweet and savory crepes, French Toast, and French onion gratinee soup. Moreover, the menu contains a robust beer and wine selection, as well as an assortment of espresso-based coffee drinks.



MISSION STATEMENT

Chez Nanou aims to replicate the feeling of a quaint French Bistro by serving authentic dishes in a cozy atmosphere provided by a friendly and personable French chef.

“Delightful! The lavender creme brûlée was the best I’ve ever had. The Poulet Moutard was outstanding.” - Google Reviews - 07/2015

Services

SUMMARY

Chez Nanou will feature authentic French dishes, a cozy ambiance, and superior service. The food is of the finest quality, is prepared with care, and is finished with an artistic flare. The menu changes every week, but also maintains the favorite dishes of loyal patrons. Portions are modestly sized and garnished with stunning presentation.



CUSTOMER SERVICE

Customer satisfaction is a driving force behind the restaurant's success. The servers are trained to be attentive and engaging, and are well versed on the menu's contents and operate in harmony with Chez Nanou's mission to create an authentic French Bistro. Ms. Ok will carry on Ms. Gaston's tradition of visiting tables to chat with patrons. In the past, Ms. Gaston has established customer loyalty by having one-to-one conversations with customers, and Ms. OK plans to use her charismatic personality to maintain those connections and build new ones.

"Quite possibly the best waitress I've had. She is friendly, approachable, and knowledgeable..."

- Yelp Review - 08/11/2014

“Their hot chocolate is the closest thing I’ve had to the hot chocolate at Angelina in Paris. It’s incredibly rich and chocolaty.” - Yelp Review - 8/12/2015

THE BAR

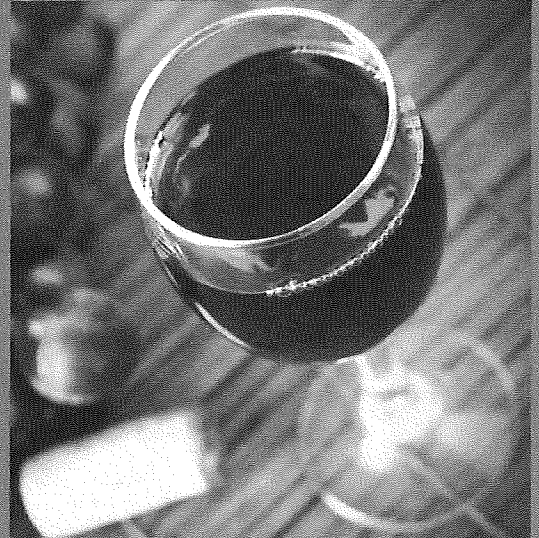
Beverages consist of espresso-based coffee drinks, tea, and a robust selection of cocktails, beer and wine. The drink menu provides a wide variety of drinks for patrons and a healthy profit margin for the business. A sample menu is found below:

COFFEE AND TEA

Espresso
Americano
Capuccino
Machiato
Café au lait
Latte Machiato
Mocha
Iced Coffee
Green and Black teas
Iced Tea
Tea latte

WINE

WHITE
Loire
Bordeaux
Languedoc
Bourgogne
RED
Côte du Ventoux
Bordeaux
Cahors
Languedoc



THE MENU

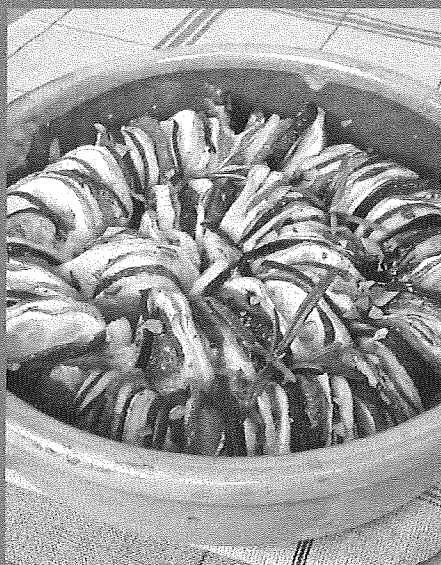
Chez Nanou's menu has a wide and varied selection of authentic French recipes. Below is a small sample of the restaurant's selection:

ENTRÉES

Savoyarde Gratinée
Salade Niçoise
Assiette De Saumon
Croque-Monsieur
Parisienne Gratinée
Assiette De Charcuterie &
Fromage
Croque-Madame
Smoked Salmon Gratinée
Tartiflette Gratinée
Mushroom Gratinée

BRUNCH

French Onion Gratinée Soup
Baguette, Butter, Preserve, Honey
Ham, Gruyère, Parmesan Omelette
Assiette De Charcuterie & Fromage
Brioche French Toast & Apple Cinnamon
Mushroom Brie Cheese & Scallions Omelette
Spinach, Goat Cheese & Bacon Omelette
Scrambled Eggs, Smoked Salmon & Dill
Caramel Beurre Salé Crepe
Ardéchoise Crepe Pomme
Cannelle & Miel Crepe



"The food here is delicious. It's French without the pretensions. This is the sort of food you might be served at a bed-and-breakfast in Aix-en-Provence after a long day touring the wine country on a Vespa with your summertime lover." - Yelp Review - 09/05/2015

Market Analysis & Strategy

SUMMARY

Chez Nanou has carved out a competitive niche for itself in a market otherwise relatively full of restaurants. Situated as the only French-style Bistro on the East Side of Madison, Chez Nanou has established a reputation as the place to get authentic French comfort food. Locals and tourists alike have become aware that if you are in Madison and seek to recapture the feeling and taste of a high-quality Parisian bistro, Chez Nanou is the premier place to go.



NEIGHBORHOOD

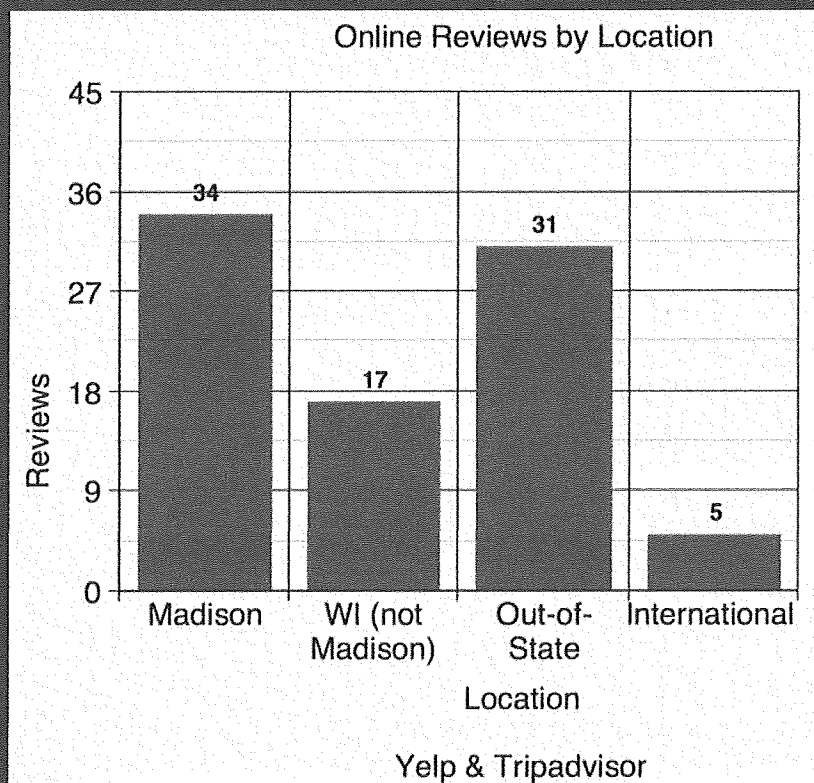
The Williamson Street Neighborhood (AKA, “Willy Street”) has been a vibrant cultural hub in Madison for decades. The neighborhood is comprised of a main street and a residential area. The main street is lined with shops and restaurants while the residential area is populated with blue-collar workers, college students, and young professionals. Due to strict zoning laws, the neighborhood has strived to create an environment in which small, one-of-a-kind, businesses can flourish. Because of this, Willy Street has become known as a unique and diverse neighborhood which draws customers from Madison, the surrounding cities, out-of-state, and from all over the world.

“If you ever want to escape to France for a few hours for brunch, try this place. Everyone’s nice and friendly... Place is quaint and cozy. Food is delicious... The French toast is probably the best you will get here in Madison” – Yelp Review - 12/1/2014



MARKET SEGMENTATION

Chez Nanou caters to customers of all backgrounds. Its affordable prices and café-style atmosphere are perfect for college students, young professionals, and blue-collar workers. At the same time, its diverse menu – unique to Madison’s restaurant scene – appeals to wealthier gourmands. Moreover, because Willy Street is a cultural hub in Madison, it is common for people from all over the country and the world to visit.



Aggregated data from tripadvisor.com and yelp.com – which specifies users’ location – shows that Chez Nanou appeals to locals and tourists alike. As the graph above displays, Chez Nanou has established itself as a popular restaurant for Madisonians, Wisconsinites, and out-of-staters.

“I will definitely be returning to this restaurant! This is a must-go restaurant in Madison!”
-Yelp Review - 01/21/2016

"This little storefront cafe is a Neighborhood Gem. The food is the star attraction: my omelette was among the best I've ever eaten. I find myself looking forward to my next time there."

- OpenTable Review - 01/12/2014

-- The Neighborhood Locals and Fellow Madisonians --

In addition to being a large draw for customers located outside the neighborhood, the Willy Street area has a large residential population from which Chez Nanou has, and will, draw a substantial amount of customers. In the last decade, a number of apartment buildings and condos have sprung up around the area. The most consequential of these has been two large apartment complexes – Galaxy and the Constellation – which alone account for bringing over a thousand new residents to the neighborhood. Chez Nanou plans to gain from this population explosion through marketing campaigns and increased seating capacity in the restaurant.

In addition to residents of Willy Street, the neighborhood regularly draws people from all over the city. If you are a Madison resident that frequents restaurants, you probably come to Willy Street often, as it is one of only a handful of densely packed commercial areas in the city.



The Willy Street Fair, which draws thousands of people from all over the state every year.

-- The Wisconsin Tourists --

If Madison is the academic and political center of Wisconsin, then Willy Street is the cultural center of Madison. As such, the neighborhood draws customers from all over Dane County and Wisconsin in general. Using information from the graph on page 9, one sees online reviews of patrons from all over Wisconsin, including from Cottage Grove, Evansville, Fitchburg, McFarland, Milwaukee, Stoughton, Sun Prairie, Verona, Waunakee, and Whitewater.

"This restaurant never fails to deliver excellent quality. The staff are friendly and helpful and very French. Don't miss the delicious French hot chocolate in the winter - it warms the soul!" -

- OpenTable Review - 01/16/2016

-- The Non-Local Tourists --

Madison has a thriving IT, pharmaceutical, and biotechnology industry as well as a University with a student population of over 50,000. As such, Madison is a well known city to Americans and foreign nationals alike. Using information from the aforementioned graph, one sees online reviews from the following out-of-state patrons: California, Colorado, D.C., Illinois, Minnesota, Missouri, Nevada, New Jersey, New York, North Carolina, Tennessee, and Texas. Additionally, one sees reviews from tourists of all nationalities, including: Australia, France, and Singapore.



"This is a wonderful little place in the heart of Madison. Having lived in France before, I feel at home here."

Alex L.
Houston, Texas
Yelp - 11/11/2015

"The whole experience made me nostalgic for my junior year abroad in Aix-en-Provence. I will be back next time I'm in town."

Joy D.
Carlsbad, California
Yelp - 3/11/2015

"Everything was excellent, and well-prepared... I can't wait to go back again next time I'm in Madison."

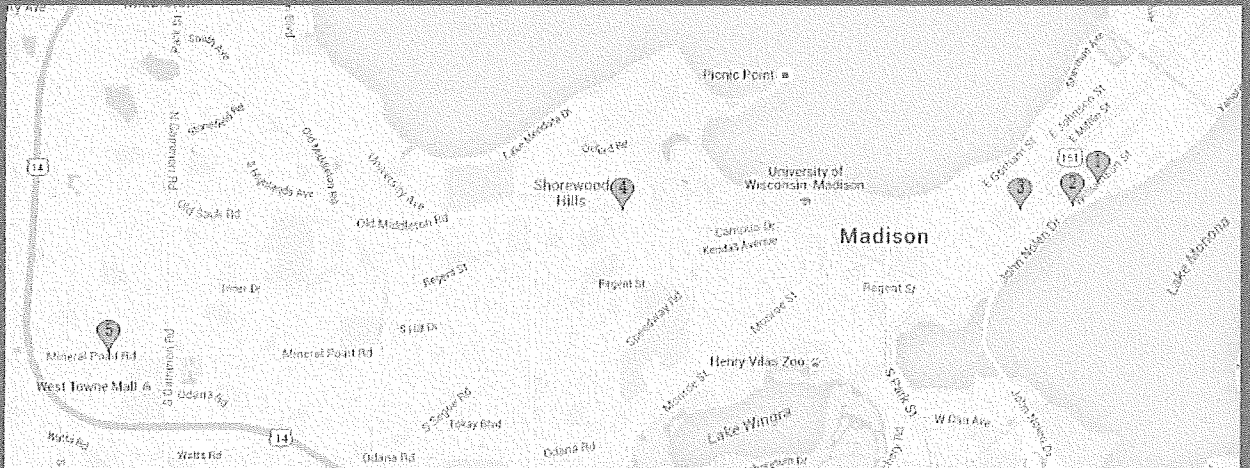
Melanie S.
Chicago, Illinois
Yelp - 10/30/2013



-- The French Bistro-Style Establishments --

Madison has two other French Bistro-style establishments; La Baguette and La Brioche. However, these two establishments are distinct from Chez Nanou in very discernible ways. First, both are located in areas far away from one another. Whereas La Brioche is 5 miles away from Chez Nanou, and in a different neighborhood, La Baguette is located 12 miles away. Moreover, these neighborhoods are different in demographic makeup. La Brioche is located near the homogenous neighborhood of Shorewood Hills, while La Baguette is on the outskirts of town, where instead of unique small businesses one finds McDonalds and Taco Bells.

The second way in which these establishments are different is their ambiance. Both La Brioche and La Baguette are located in strip malls, and their interiors have established a different feeling than Chez Nanou's. Whereas La Brioche has opted for an ornate style – with Rococo chairs and wood paneled walls – La Baguette has as sterile and dressed down feeling of a white box – with fluorescent lighting and office-style white acoustic ceiling tiles.



Madison Competition

1. Chez Nanou
2. Sardine
3. L'Etoile
4. La Brioche
5. La Baguette

“Great service, always good food. I have been here numerous times and have never been disappointed. For brunch try the Croque Madame, omelettes, or wonderful crepes!” - OpenTable Review - 04/03/2016

"The service was awesome. We were made to feel very welcome and had all our questions answered. Wonderful experience overall and I'll be back the next time I'm in town."

- Yelp Review - 2/04/2016

MARKETING STRATEGY

Chez Nanou is already established to the point where it has reached a critical mass of popularity and reputation sufficient to succeed without any marketing. With that being said, Ms. Ok plans on implementing an ambitious marketing campaign to drive more traffic to the restaurant.

-- Local Media --

Over the years, Chez Nanou has been positively reviewed by a number of local newspapers and T.V. news outlets. The restaurant consistently ranks among the top places for things such as, "Dream-Worthy Desserts in Madison" and "Romantic Restaurants." (Madison Magazine). The new owner, Ms. Ok, plans to build on media presence by advertising in popular Madison magazines and newspapers. For example, a promotional ad placed in Madison Magazine costs \$700.00 for a 1/4th page ad and in the past has resulted in a noticeable spike of customer traffic at Chez Nanou. Additionally, Ms. Ok has already arranged for interviews with local newspapers to advertise the change of ownership and to introduce Ms Ok to the Madison community.

!! If we had to pick a sexiest dessert, this would probably be it. Smooth, rich chocolate is served in a martini glass adorned with a slice of orange and a sprig of mint. This is the long-legged, high-heeled indulgence of the dessert world—the perfect ending to an already lovely night in the intimate French bistro atmosphere of Chez Nanou. !!

-Madison Magazine, 02/11/2016



“There is no doubt what kind of food you're in for here, and it's like being hugged by your mom, if she was born in the south of France.” - Yelp Review - 8/6/2015

-- Online Presence --

Even without any money spent on SEO, Chez Nanou is the first choice to appear when doing a Google search for “Madison, WI, French restaurant.” The restaurant has almost a thousand followers on Facebook, where it has a rating of 4.8 out of 5 stars based on 68 reviews. Additionally, Chez Nanou is consistently ranked highly on websites such as Yelp and Tripadvisor; the latter having awarded the restaurant with its prestigious “Certificate of Excellence Award.”



Although Chez Nanou already has a solid online presence, Ms. Ok plans to add to that presence through the utilization of social media heretofore unleveraged by the restaurant. For example, Chez Nanou currently is without a Twitter account or an Instagram account. Because Chez Nanou's menu changes weekly, these two forms of

social media would be ideal for sending customers information on new dishes. Moreover, Ms. Ok plans on completely redoing the website, which at this point is very functional, but lacks the aesthetic qualities and smooth functionality which is becoming more and more expected out of internet savvy customers.

-- Out and About in The Community --

Ms. Ok plans to increase Chez Nanou's visibility in the Madison community by participating in festivals, creating a satellite food cart, and providing cooking classes.

There are a number of gatherings in Madison - such as the Farmer's Market, Water Front Festival, and Taste of Madison - which are ideal for Chez Nanou to present its food to customers who might not otherwise be aware of the restaurant. Additionally, food carts have become increasingly popular in Madison, and Ms. Ok will invest in setting up a cart that can increase Chez Nanou's reach to all corners of Madison.

Management Summary

PERSONNEL PLAN

Pending an E-2 visa application, Chez Nanou will be owned La Kitchenette LLC, whose sole member is Virginie Ok. Ms. Ok has a degree in Business Management from ABC College, and has received month's worth of culinary training from the current owner, Ms. Rieunier. As the manager/owner, Ms. Ok will oversee the hiring of staff, day-to-day operations of the restaurant, procurement of food and equipment, menu planning, finances, and interior design. Ms. Ok will also work in the kitchen as a chef.

In addition to Ms. Ok, the restaurant will have a staff of four part-time waitresses, two part-time dishwashers, and two part-time line cooks.

Position	# of Employees	Description	Per Week		Dollars/Hour	Wages
			Per worker Hours	Total		
Line Cook	2	Set up & stock stations; prepare and cook menu items; close kitchen.	25	50	\$12.00	\$600.00
Server	4	Take orders & serve food; ensure customers are enjoying their meals.	30	60	\$2.50	\$300.00
Dishwasher	2	Clean dishes, kitchen, food preparation equipment, or utensils.	30	60	\$7.00	\$420.00
Total Wages						\$1,320.00

"Our waitress was extremely friendly and helpful and you can taste the care that goes into preparing and creating the food." - Yelp Review - 01/12/2015



Conclusion

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Chez Nanou has a proven track record of success and is capable of increasing its revenues through expanded on-site capacity, increased participation in community festivals and other outdoor events, the addition of a satellite food cart, community cooking classes, and an expanded marketing plan.

Located in a popular commercial thoroughfare on the east side of Madison with new apartment complexes bringing thousands of new residents to the neighborhood, the restaurant is poised to benefit from a strong local customer base. Moreover, given Chez Nanou's popular standing on popular travel websites - such as Yelp and Tripadvisor - the restaurant continues to be a common destination for tourists from all over the world.

Due to the restaurant's unique menu, atmosphere, and superlative service, it remains competitive in a market where ethnic restaurants are already well represented. Compared to its most direct competition - other French restaurants - Chez Nanou sets itself apart with its distinctly authentic approach and its affordable prices.

Finally, Ms Ok is well situated to capitalize on Chez Nanou's success. She is a French national, is formally trained in business, and has received months worth of training from the current owner, Ms. Rieunier.

Bon Appetit!