



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

P-309
A-14

Section A – Applicant

- If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
 Yes (language: _____)
 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, 2016.
- List the name of your Sole Proprietor, Partnership, Corporation/Nonprofit Organization or Limited Liability Company exactly as it appears on your State Seller's Permit.

Divine Orders Catering LLC

- Trade Name (doing business as) M. LAVERNE BUCHANAN
- Address to be licensed 1502 Greenway Cross Madison WI 53711
- Mailing address 1202 Park Circle Sun Prairie, WI 53590
- Anticipated opening date 2/2015
- 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.

see ATTACHED response

A-14
P-309

11. Attach a floor plan, no larger than 8 1/2 by 14, showing the space described above.

12. Applicants for on-premises consumption: list estimated capacity N/A

13. Describe existing parking and how parking lot is to be monitored.

N/A

14. Was this premises licensed for the sale of liquor or beer during the past license year?

No Yes, license issued to N/A (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 M. LAVERNE BUCHANAN (self)

17. City, state in which agent resides SUN PRAIRIE WI 53590

18. How long has the agent continuously resided in the State of Wisconsin? over 16 years

19. Appointment of agent form and background check form are attached.

20. Has the liquor license agent completed the responsible beverage server training course? yes
 No, but will complete prior to ALRC meeting Yes, date completed 5/18/2014

21. State and date of registration of corporation, nonprofit organization, or LLC. see attached
WISCONSIN

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
	see Attached response	

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.

M. LAVERNE BUCHANAN

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 " see Attached response "

27. Business description _____

see Attached response

28. Hours of operation see Attached response

29. Describe your management experience _____

see Attached response

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

see Attached response

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

see Attached response

32. Describe your employee training see Attached response

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

see Attached response

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

see Attached response

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? _____

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? _____

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? _____

During what hours do you anticipate they will be on duty? _____

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

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
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area _____
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? _____
 What percentage of your advertising budget do you anticipate will be drink related? _____
55. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? No Yes
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:
 _____ % Alcohol _____ % Food _____ % 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

Sample

Deli Delivery

The Divine Orders Catering LLC, 1502 Greenway Cross, Madison, WI 53713

Deli Delivery (**min. 15 Guest Please**)

Our Deli Trays are made to order with the best quality ingredients and the freshest breads and products.

Please choose (3) (We can also pre-make sandwich platter as an additional option).

- Fresh Baked Smoked Turkey Breast
- Southern Style Ham
- Carved Roast Beef
- Gourmet "All Breast Meat" Chicken Salad
- Homemade Chicken Salad
- Homemade Tuna Salad

Deli Set Up Includes

- Sweet and Un-sweet Ice Tea
- Pasta Salad or Potato Salad
- Individual Bags of Potato Chips
- Assorted Cheese Tray
- Assorted Fresh Baked Breads
- Lettuce
- Sliced Tomatoes
- Onions
- Pickles
- Mustard and Mayo
- All Utensils
- Assorted Fresh Baked Cookies and Brownie Tray

\$9.95 per person

Additional Salads and Desserts are Available.

Substitute a Soda for Iced Tea, **Add \$1.25 per person.**

We can custom design a menu to fit your needs, budget, or requests!

Call _____

sample

The Divine Orders Catering LLC

Morning Menus (6:45 a.m. to 10:45 a.m.) **min. 15 guest please**

Continental Breakfast

Includes:

Fresh Baked Assorted Muffins, Fresh Cut Fruit, and Orange Juice..... **\$6.95 per person**

The New Yorker

Fresh Baked Bagels with Cream Cheese, Danish, Seasonal Fresh Fruit Display and Orange Juice.....**\$6.95 per person**

Great Start...Sampler

Danish, Fruit Tray, Assorted Croissants and Biscuits, Assorted Breakfast Meats, Scrambled Eggs and Orange Juice.....**\$7.99 per person**

Southern Sun Riser

K&V's out of the oven biscuits, butter and assorted jellies. Grilled Bacon and sausage patties, cheese grits, scrambled eggs or egg casserole (sort of like a quiche but we won't call it that!), Gravy, hash brown potatoes, orange juice and fresh seasonal display. **\$9.95**

Below are items that can be added to any order above.

Coffee Service: \$2.50 per guess or you can specify coffee quantity (no less than 15 please).

Sodas and bottled water \$1.25 per

Breakfast Pastry Tray

Our freshly-baked muffins served with delicious cinnamon rolls or Danish, on a tray and garnished.....**Will serve 20 people/\$48**

Breakfast Fruit Tray

An eye opening variety of fresh seasonal fruits.....**Will serve 15 people - \$45**

Cheese and Fruit Tray

Smoked Cheddar, Havarti, Swiss and other Imported Cheese Varieties with Dips and Crackers Accompanied by fresh cut Fruit Assortment.....**Will serve 20 people - \$55**

Sample



Working Executive

Divine Orders Catering, LLC.

Box Lunches

(608) 516-8665

divineorderscateringllc@yahoo.com

All boxes include pasta or potato salad, cookie, bag of chips, utensils and napkin, and mayo & mustard packs.

All lunches Sweet and Un-sweet Tea, Cups, and Ice.

\$8.95 per person (minimum of 15)

May select a variety (increments of 5)

Deli Sandwiches- Ham & Cheese, Turkey & Cheese, or Roast Beef & Cheese, or Chicken Salad served on your choice of bread with lettuce and tomato.

Marinated Char-Grilled Chicken Sandwich- Grilled Chicken Breast served on Kaiser Bun with Lettuce and Tomato.

Club Croissant- Layers of Sliced Ham, Turkey, and Bacon served on fresh Croissant with Lettuce and Tomato.

Philly Cheese Steak- Tender beef steak covered in provolone cheese with sauteed bell peppers and onions served on hoagie roll.

Pita Sandwich- Ham, Turkey or Grilled Chicken with Cheese, Lettuce, or Tomato served on fresh pita bread.

Veggie Sandwich- Fresh Seasonal Grilled Vegetables with lettuce and tomato served on hoagie roll.

Chef's Salad- Julienne strips of Ham, Turkey, & Cheese served on crisp Greens and garnished with tomato, hard boiled eggs with crackers, and Ranch & Balsamic Vinagrette Dressings. (potato or pasta salad/chips not included). **Note:** 5.5% sales tax w/be added

SAMPLE MENU

DIVINE ORDERS CATERING SAMPLE MENU

ENTREES

Beef Brisket Sliced	\$3.75
Corn beef w/Cabbage	\$4.50
Baked Chicken	\$4.75
Fried Chicken Breast	\$1.75
Fried Chicken Wing	\$1.25
Smothered Pork Chops	\$4.75
Southern Style Oxtails	\$8.00
Short Ribs	\$10.00
Baked Salmon	\$7.00
Salmon Croquette	\$3.50
Smothered Chicken Breast	\$2.75
Smothered Chicken Thigh	\$1.75
Smothered Chicken Leg	\$1.75
Smothered Chicken Wing	\$1.75
Fried Catfish	\$1.75
Baked Cat Fish	\$6.00
Meat Loaf	\$1.75
Ckn Link w/BBQ Sauce	\$1.50

Kid's Meal \$5.99
(Includes: choice of meat and 2 sides)

DESSERTS

Sweet Potato Pie	\$3.00
Cake	\$3.00
Cheesecake	\$3.50
Banana Pudding	\$3.50

\$1.25 ITEMS

Spinach	
Red Beans	
White Rice	
Corn, Tomatoes & Okra	
Black-Eyed Peas	
Southern Style Green Beans	
Lima Beans	
Mashed Potatoes	
Fried Chicken Leg or Thigh	

Mac & Cheese	\$2.50
Collard Greens	\$2.50
Cabbage	\$2.00
Candied Yams	\$2.50
Corn Bread	\$1.00

Grill Salad

Shrimp	\$11.00
Salmon	\$10.00
Chicken	\$8.00
Garden	6.00



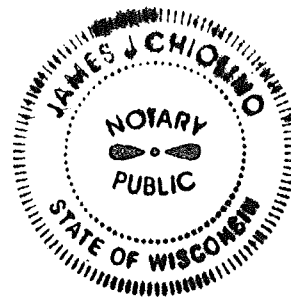
Divine Orders Catering - Non-disclosure Agreement

COPY NUMBER 8

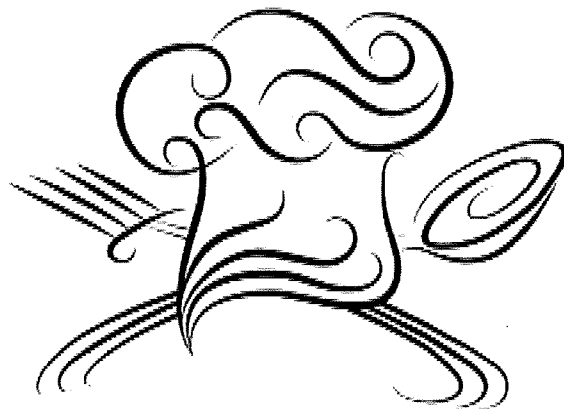
Divine Orders Catering (D.O.C) LLC business plan (and any portion of) is confidential, containing information proprietary to D.O.C Catering Training & Employment initiative. None of the information contained in this plan may be reproduced or disclosed to any person under any circumstances without express written permission of D.O.C LLC. I have accepted and will protect the confidentiality of this business plan.

Recipient's signature

Subscribed and sworn to me
this 5th day of February, 2015
My Commission is pursuant
James J. Chiofalo



M. LAUREN SACHANON



Divine Orders Catering LLC. Training-to-Employment Initiative Business Plan

Divine Orders Catering (D.O.C) business will provide tools to help persons receiving Supplemental Security Income (SSI), or Social Security Disability Insurance (SSDI), Veterans with a service-connected disability, and persons who are eligible DVR consumers to develop skills that move them towards economic self-sufficiency.



Class Training



(OJT)



(OJT)



Employment

DIVINE ORDERS CATERING LLC TRAINING-TO-EMPLOYMENT(D.O.C)

Section B – Premises

10. 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 sale, 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.

Meet w/clients to schedule catering service to non-licensed events w/they will be required to pay for food and/or liquor prior to delivery of services (**proof of age 21 years or older is required prior to contract of liquor services**)

D.O.C will not store any liquor on the premises; instead, Divine Orders Catering LLC will purchase liquor from the whole sale distributor prior to contractual agreement events.

D.O.C contracts related to the event and/or the sell and location of the event will be filed at 1502 Greenway Cross, Madison, Wisconsin 53713. (AVAILABLE UPON REQUEST)

SECTION C – CORPORATE INFORMATION

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.

D.O.C currently does not have any director/managers

SECTION D – BUSINESS PLAN

26. What type of establishment is contemplated:

Divine Orders Catering LLC operates out of an off (approx.: 11FTX11W) at 1502 Greenway Cross (1st Floor). A Class A Liquor License is being requested for the purpose of being able to provide (OFF PREMISES) catering to clients that want catered food and/or liquor at non-licensed) facilities. **Divine Orders Catering LLC will:**

- Meet w/clients to schedule catering service to non-licensed events w/they will be required to pay for food and/or liquor prior to delivery of services (**proof of age 21 years or older is required prior to contract of liquor services**) Divine Orders Catering LLC is in position to cater the following types of events here in Madison Wisconsin and abroad:
 - **Banquet Halls (Available Upon Request)**
 - **Cooperate Catering**
 - **Full Service Catering**
 - **Meetings/Conferences**
 - **Residential**
 - **Weddings**
 - **Baby Showers**
 - **Receptions**
 - **Picnics, etc.**
 - **Pick up from our future kitchen**

- Not store any liquor on the premises; instead, Divine Orders Catering LLC will purchase liquor from the whole sale distributor prior to contractual agreement events.
- Continue current commitment of preparing food meals for the Madison Apprenticeship Program (MAP) at 902 Ann Street under contractual agreement/also continue agreement by and between the Northside Planning Council, Inc. ("FEED Kitchen") and me ("User"). Licensure at FEED allows me to have access to a Commercial User Facility which puts Divine Orders Catering LLC (M. LaVerne Buchanan) in a position to gain the Catering/Restaurant skills needed to own a future restaurant.

27. Business Description

Divine Orders Catering LLC of Madison, Wisconsin is a minority owned full service catering/restaurant enterprise that specializes in meeting your every need for any type of event. We are licensed out of the FEED Kitchen, a State of the Art Industrial Kitchen wherein our employees and students/interns will have hands on catering and entry level Culinary Arts training by LaVerne Buchanan and/or FEED Manager and Culinary Artist, Adam Haen, which puts D.O.C in a position to be able to accommodate all details of your gathering or event. While we are fairly new we are extremely proud of the name that we have earned. At D.O.C, we pride ourselves on the reputation we have earned. You can contact us for any event from a large corporate conference to a small friend and family gathering; our catering services are a must!! Whether it's complete dinner or finger foods to finish the job, we can provide you with everything you'll need at a price that's affordable. See our attached catering menus to view our variety of entrees and let us cater to your next event:

28. Hours of operation 1502 Greenway Cross (once position is filled) – As D.O.C is in line to be a training to employment program hours may vary at the FEED Kitchen and/or future catering/restaurant site:

Monday	6:00 am – 9:00 pm (extended for events)
Tuesday	6:00 am – 9:00 pm (extended for events)
Wednesday	6:00 am – 9:00 pm (extended for events)
Thursday	6:00 am – 9:00 pm (extended for events)
Friday	6:00 am – 9:00 pm (extended for events)
Saturday	6:00 am – 9:00 pm (extended for events)
Sunday	6:00 am – 9:00 pm (extended for events)

29. Describe your management experience:

LaVerne Buchanan has over 15 years management experience (between the Catering/Restaurant industry, the State of Wisconsin, and the United States Army wherein she will continue to practice 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:

1. Order Guide: The D.O.C training facility & future restaurant will use an item specific order guide to track order history and maintain designated levels of product in inventory.
2. Weekly Inventory: Management will conduct a weekly inventory to determine valuation for use in the preparation of weekly profit and loss reports.
3. 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. The purchase of a POS system will immensely help them with these daily administrative reports:
4. Daily Cash Control. Sales and receipts recorded by the POS system will be compared to actual cash and credit card deposits on a daily basis. Acceptable over/short amounts will be limited to \$5.00 per day. Discrepancies greater than \$5.00 will prompt management to conduct an immediate audit to account for the difference. Monthly totals will be compared to actual P&L statements for accuracy. Cash, debit card and credit card receipts will be deposited in a deposit.
5. Weekly Prime Cost Report. Laverne Buchanan and D.O.C manager will prepare a weekly report that shows the gross profit margin after cost of goods sold and labor cost has been deducted from the sales revenue. The prime cost for this type of catering business is expected to range from 60% to 65%. Proper control of the prime cost is the single most effective measure of management's ability to operate the Catering training to employment business.
6. Purchasing Records/Payables. A part time bookkeeper will process and record invoices and credits daily. Reports detailing cash expenditures, payments by check, and accounts payable transactions will be readily available. Check disbursements will be prepared by the bookkeeper. Check signing authority for the general operating account will be given to the general manager
7. Payroll Processing. Payroll checks will be issued bi-weekly. LaVerne will run reports from the time & attendance system, make necessary adjustments, and prepare for transfer to the payroll system. Payroll will be processed by a payroll processing service.

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

Until funding is secured Laverne will fill in many of the management gaps. Over time, they have plans to hire a sales director, a general manager, and a kitchen manager. D.O.C is currently operating with volunteers and/or hiring staff through temp services when catering jobs are secured. Note: D.O.C. has been offered a plethora of contracts but has been unable to accept due to funding and not having a liquor license.

To meet the gaps associated in payroll, inventory management, and cost accounting, LaVerne will purchase a POS (point of sale system) which simplifies communications between the kitchen and the wait staff. Orders go through the computer, directly to the kitchen printer. Another benefit of a

restaurant POS programs is that it can track everything from food usage, to the most popular menu items. Because the POS system acts as a time clock, it can also help prepare payroll – which will save some money in the bookkeeping department. Along with the daily operations of running a restaurant, a POS system can organize profit and loss statement and sales tax.

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

D.O.C competitive edge is in its people. We truly believe that your business is not only as good as your products (meals) but the quality of your staff as well. Our staff is a reflection of us. Initially, we intend to employ our family members who will work for lower and reduced wages. Our long term goal is to hire team members that are truly hand selected and have the same honest to goodness family values we do. And unlike our big chain competitors, because of our lean size, we can turn on a dime when economically pushed and make changes quickly allowing us to be proactive. (Whereas our corporate competitors have to adhere more closely to their company policies thus impeding their reaction time)

D.O.C catering training to employment site expects to hire 16 employees.

- **General Manager:** a full-time (salary) position as supervisor to inspect and confirm that all of the ingredients and preparation follows the rules of D.O.C.
- **Assistant Manager:** a full-time (salary) position to assist general manager serves as supervisor to inspect and confirm that all of the ingredients and preparation follows the rules of D.O.C.
- **Servers:** two will be hired. The servers will be people who serve the food at the events as well as clear the plates and help with set up and take down of the event.
- **Cooks:** two will be hired to prepare the dishes that LaVerne has developed.
- **Back kitchen help:** these two people will be used to help clean up in the kitchen as well as assist at functions. In the event of a large party, the back end kitchen people will be trained to help out with serving.
- **Receptionist:** will be hired. The receptionist will answer the phones and set up face-to-face meetings with clients interested in D.O.C's training classes, catering event and/or event rental hall services. This position will be located at D.O.C's administrative office at 1502 Greenway Cross, Madison, WI 53711

LaVerne Buchanan will personally select each candidate. They've adopted an effective interview process designed to staff the training and future restaurant with highly qualified people for each position. Each applicant will be rated and evaluated according to a pre-defined set of standards designed for each position. Background checks will be utilized for designated positions. Recruiting efforts will always center on referrals.

D.O.C Caterers have the responsibility of supporting the mission of the D.O.C's culinary operations, which is to provide patrons with the highest quality food and experience. In addition, the Catering Staff, under the direction of the Staff duties would include: transport and set-up for all catering events scheduled by the D.O.C owner or its general manager, Culinary Experience is responsible for daily set-ups and take downs of catering at various locations at off premises catering sites.

ESSENTIAL DUTIES: transport of food and supplies to various locations, set-up of food and beverages, take-down and disposal of remaining food, waste removal as needed. They also need to be able to adhere to production and sanitation standards as per D.O.C and health department direction. They must also be able to understand and comply with ethical, legal and regulatory requirements applicable to D.O.C business.

OCCASSIONAL DUTIES: work evenings and weekends to cover corporate events as needed and provide coverage and work all positions within the D.O.C as needed.

MANDATORY QUALIFICATIONS: ability to work independently with limited supervision, good reading and comprehension skills, good hand dexterity to operation restaurant equipment, strong positive interpersonal skills in dealing with guest and team members effectively, maintains appearance according to D.O.C and professional standards, and Driver's License.

PHYSICAL REQUIREMENTS: ability to spend extended periods of time standing, lifting, and maneuvering heavy weights (up to 50 lbs).

Please be advised that D.O.C. is an Equal Opportunity Employer of Minorities, Females, and Protected Veterans and Individuals with Disabilities.

32. Describe your employee training:

For the past 2 years, LaVerne Buchanan has been catering part-time. Her home-style menu is very popular with family reunions, banquets, receptions, weddings and bridal showers. More often than not, LaVerne gets asked to open a restaurant full-time so that patrons can return again and again.

Through Constant Contact (an online marketing program) LaVerne has stayed in touch with her host and hostesses, and has been asked to return to provide catering services to several repeat events. LaVerne's Home-Style Catering has also grown by word of mouth.

D.O.C already has a customer base through their catering business and local blog visitors. These customers will be the first to be contacted when they announce the grand opening of the future restaurant.

D.O.C training employment initiative will offer the ability to provide D.O.C employees and/or students/interns real-time, hands-on training and experience in catering services (waiters, servers, cooks, hostess etc.) customer service, cashiering, maintenance/janitorial operations with exposure to Business Management. Employees and/or Students/interns will rotate through each position gaining exposure to the responsibilities of each role. Students/interns will learn a number of valuable lessons a few of which include:

- * The importance of attention to detail
- * That doing the job correctly the first time pays off in the long run
- * Recognition of the value of every customer
- * Understanding why quality services are essential to the success of their employer, and how it can become an anchor point to their career.
- * The importance of professional interaction with customer's management, and team members.

- * How to plan and schedule resources
- * The importance of cost control and effective resource utilization
- * Problem solving and training skills.

D.O.C employees and students/interns will rotate through the various roles during training sessions. These roles include catering services (waiters, servers, cooks and hostess etc.) customer service, cashiering, maintenance/janitorial positions. Under the supervision of LaVerne Buchanan and/or the general manager, employees and students/interns will also learn about the real-world challenges of creating and managing the weekly staffing schedules. She and the manager will also assist employees and students/interns as they participate in cross-training activities as staff rotates from one position to another.

33. utilizing your market research, describe your target market:

The two primary market segments are individuals hosting social events and business customers catering lunches and meetings in their workplace.

- Social catering customers-individuals that contract for private events, usually serviced in their home.
- Business catering customers- local companies and institutions that use catering services primarily for breakfasts, lunches and meetings.

However, major challenges face D.O.C Training & Employment initiative in the future. These include the need to:

1. Fund the program, including possible expansion of the existing commercial kitchen or lease of a larger kitchen off-site (example: a restaurant).
2. Employ additional staff to teach the afternoon curriculum.
3. Purchase the additional food inventory required to launch the catering business

The Owner, staff and/or volunteers of D.O.C Training & Employment initiative continue to work toward providing a quality experience in the most effective and efficient manner possible with optimism for the future of this program.

Social catering customers are primarily individuals living in affluent Madison neighborhoods such as Maple Bluff & Shorewood Hills who hire caterers for private events usually in their homes. The targeted affluent neighborhoods contain numerous brownstones that are spacious and well equipped for entertaining. D.O.C estimates that the total market size for social catering customers in the selected neighborhoods is 50 events per year.

D.O.C training to employment initiative is a LLC, the Start-up costs are estimated at \$50,000.00 for the first year. Return-On-Investment is expected to be 100% by year three.

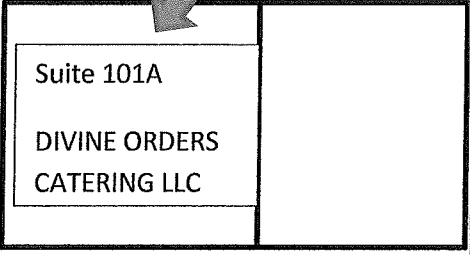
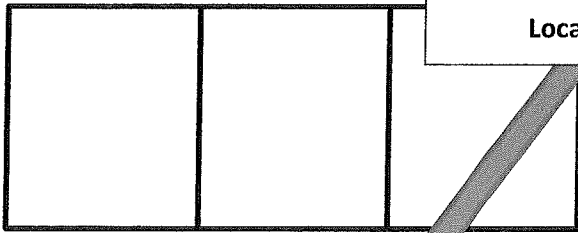
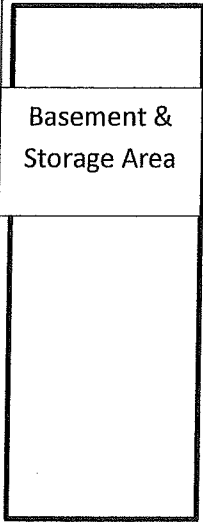
34. Describe how you plan to advertise and promote your business. What products will you be advertising:

- **Location-** The future restaurant will be located where there is easy and visible access to interstate 90/94. We will have Signage on the interstate 90/94, as well as signage over our the entrance
- **Word of Mouth**–We already have a database of existing catering customers and will rely heavily on this method to attract and grow new business.
- **Direct Mail** - Bulk mailing either directly to potential customers or by including a postcard in a value-pack-type mailing.
- **Event Marketing** -We plan on joining our local chamber of commerce and utilizing their networking services for our future restaurant grand opening.
- We will stay current with industry trends and have a webpage, Facebook page and Twitter site. Our menu, map, and hours of operation will be easily accessed. In the future we may consider fax or email orders as well a phone application.
- **Our initial marketing campaign** will consist of contacting our databases clients and notifying them of our Training to employment initiative and future restaurant grand opening. We will seek the use of a local mailing service program to assist us in the implementation of the campaign.
- **Ongoing-** we will meticulously keep our database current and use the Constant Contact program
- Loyalty and Birthday Club members will be notified of upcoming special menu items and to alert them of our catering service.
- Customer service is of the utmost importance. Customer surveys estimate that only 1 in 20 customers that have a problem in a restaurant will tell management about it. It will be our goal to provide a wonderful home-style meal combined with superior customer service. Training programs will include teaching materials to train our employees about service attitudes, customer perception and how to handle guest complaints. LaVerne Buchanan will conduct periodic staff meetings intended to review policy, increase guest satisfaction and to keep a general line of communication between staff and management. All guest complaints will be acknowledged by the staff and referred to management. Programs will be in place for all types of guest complaints. More serious complaints will be documented and kept on file. Customer feedback will be accomplished by customer surveys or the use of mystery shoppers.

1502 Greenway Crossing
1st FLOOR

EXIT & ENTRANCE

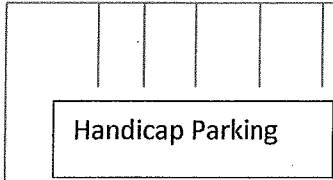
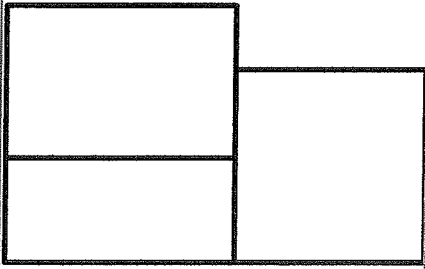
**Divine Orders
Catering Office
Location**



Hallway

EXIT & ENTRANCE

EXIT & ENTRANCE



PARKING LOT

GREENWAY CROSSING STREET

