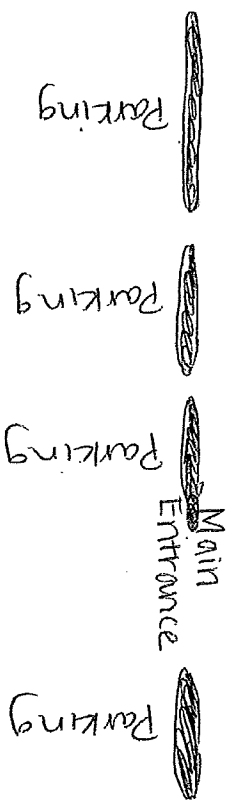
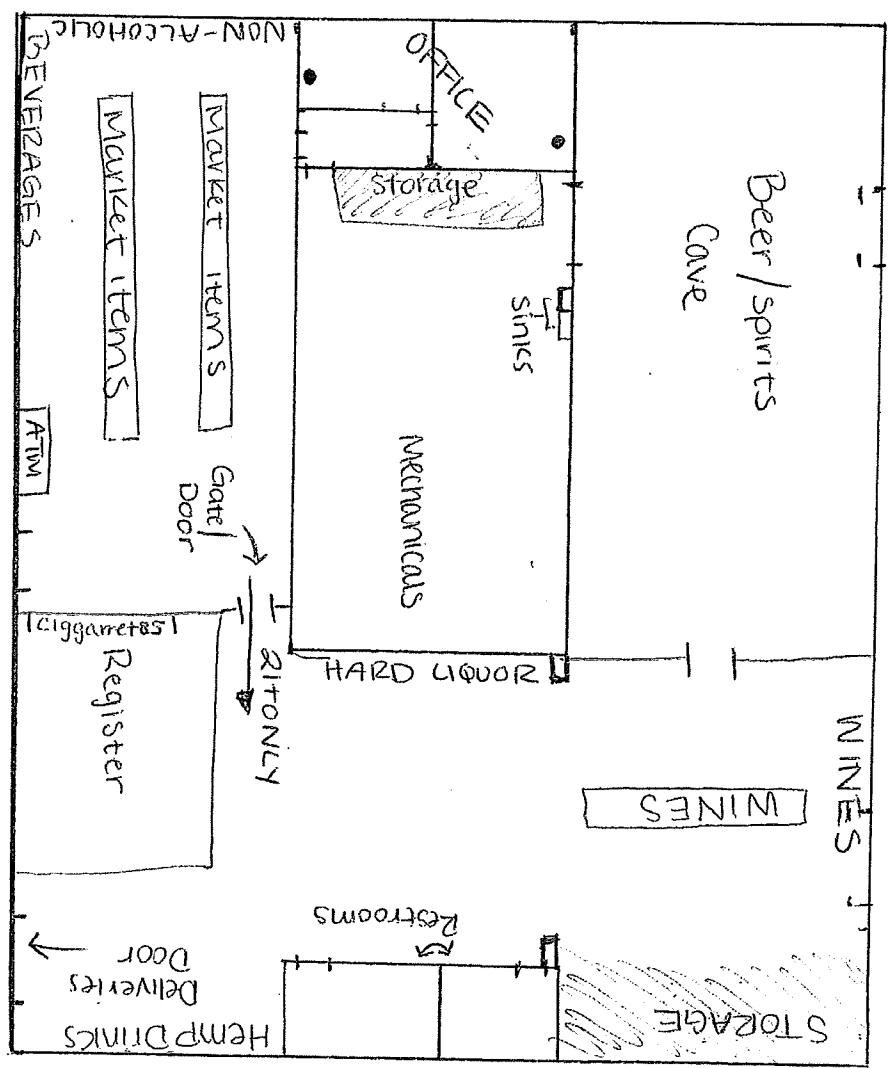


Latino Management LLC  
DBA Fiesta Labor & Market

706 W Badger Rd  
Madison, WI 53713



# **Business Plan**

**Latino Management, LLC DBA Fiesta Liquor & Market**  
706 W Badger Road, Madison, WI 53713

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## **1. Executive Summary**

**Business Name:** Latino Management, LLC DBA Fiesta Liquor & Market

**Business Address:** 706 W Badger Road, Madison, WI 53713

**Business Type:** Retail Liquor and Market

**Business Hours:** Monday–Saturday 9:00 AM–9:00 PM; Sunday 10:00 AM–9:00 PM

**Purpose of Plan:** License Transfer for New Location

**Mission Statement:**

To bring culture, community, and convenience together by offering a diverse selection of wines, spirits, beer, and Latin-inspired products in a welcoming environment that celebrates our heritage and serves the Madison community.

**Vision:**

To become Madison's most recognized community-centered liquor and market destination—known authenticity, and exceptional customer care.

**Objectives:**

- Successfully transfer existing liquor license to the new location.
  - Maintain compliance with all City of Madison and Wisconsin Department of Revenue alcohol regulations.
  - Continue to provide high-quality service and culturally inspired products to local residents.
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## **2. Company Description**

**Overview:**

Latino Management, LLC is a locally owned and operated business led by Ana Mujica. The business will proudly operate under the DBA **Fiesta Liquor & Market**, a retail store serving Madison, Wisconsin. Fiesta Liquor & Market offers a full range of beer, wine, liquor, and convenience goods, with a focus on Latino brands and community connection.

**Purpose of Transfer:**

The business is relocating to 706 W Badger Road to continue operations in a space that supports future growth. This transfer maintains continuous operations under the same ownership.

**Core Values:**

- Integrity in all business practices.
- Respect and inclusion for all customers.

- Commitment to local culture and community involvement.
  - Compliance with all state and municipal regulations.
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### **3. Products and Services**

#### **Primary Offerings:**

- Retail sales of beer, wine, and liquor for off-premises consumption.
  - Convenience market products including mixers, snacks, and essential grocery items.
  - Specialty Latin beverages and imports.
  - Ready-to-go cocktail kits
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### **4. Market Overview**

#### **Target Market:**

- Local residents in the Madison area, particularly near the South Side and Badger Road corridor.
- Latino and multicultural consumers seeking authentic beverages and products.
- Customers who value a friendly, local shopping experience over big-box chains.

#### **Market Position:**

Fiesta Liquor & Market differentiates itself through cultural authenticity, bilingual service, and a family-oriented environment. The store's branding emphasizes celebration, hospitality, and quality.

#### **Competition:**

While larger chains exist in Madison, Fiesta Liquor & Market provides a unique niche experience—combining cultural pride with excellent customer service and local engagement.

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### **5. Operations Plan**

#### **Hours of Operation:**

- Monday–Saturday: 9:00 AM – 9:00 PM
- Sunday: 10:00 AM – 9:00 PM

#### **Management Structure:**

- **Owner:** Juan Gomes
- **Manager:** Ana Mujica
- **Entity:** Latino Management, LLC

#### **Licenses & Compliance:**

- Class A Liquor License (Retail Off-Premise Sales)

- Appointment of Liquor Agent (filed with City of Madison Clerk's Office)
- Wisconsin Seller's Permit and DFI Registration
- Compliance with City of Madison ordinances and Wisconsin Department of Revenue alcohol laws

**Suppliers:**

- Authorized Wisconsin alcohol distributors.
- Local vendors and Latino import suppliers.

**Security and Safety:**

- Licensed surveillance system in place.
- Age verification procedures for all alcohol sales.
- Staff training in responsible alcohol service.

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## **6. Marketing and Community Engagement**

**Brand Identity:**

Fiesta Liquor & Market represents joy, culture, and community. The brand celebrates diversity and inclusion while maintaining professional, reliable service.

**Marketing Approach:**

- Word-of-mouth and neighborhood reputation.
- Seasonal promotions and in-store displays.
- Collaborations with local businesses and cultural organizations.

**Community Role:**

Fiesta Liquor & Market aims to be more than a retail store—it seeks to serve as a local hub of culture and connection by supporting events, and offering bilingual communication.

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## **7. Summary**

Latino Management, LLC DBA Fiesta Liquor & Market is committed to operating a responsible, compliant, and community-focused business at its new Madison location. This plan supports the transfer of the existing liquor license and outlines the business's dedication to quality, culture, and service.

12/01/2025

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*Prepared for submission to the City of Madison Clerk's Office and the Wisconsin Department of Revenue.*