

# ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning June 30, 20 10 ;  
ending April 15, 20 10

TO THE GOVERNING BODY of the:  Town of } Madison  
 Village of }  
 City of }

County of Dane Aldermanic Dist. No. \_\_\_\_\_ (if required by ordinance)

1. The named  INDIVIDUAL  PARTNERSHIP  LIMITED LIABILITY COMPANY  
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Thao Real Estate, LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Member</u>	<u>67 Thao</u>	<u>2202 Allied Dr. 53711</u>
Vice President/Member	<u>Member</u>	<u>Nao Nhia Thao</u>	<u>" "</u>
Secretary/Member			
Treasurer/Member			
Agent			
Directors/Managers			

- 3 Trade Name Brothers Wok Business Phone Number (608) 242-8888  
4 Address of Premises 2817 E. Washington Ave. Post Office & Zip Code 53711

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period?  Yes  No  
6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant?  Yes  No  
7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business?  Yes  No  
8 (a) Corporate/limited liability company applicants only: Insert state \_\_\_\_\_ and date \_\_\_\_\_ of registration  
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company?  Yes  No  
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin?  Yes  No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

- 9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) Bar, Refrigerator, stored in kitchen

- 10 Legal description (omit if street address is given above): N/A

- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year?  Yes  No  
(b) If yes, under what name was license issued? Thao Real Estate, LLC

- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864]  Yes  No

- 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776]  Yes  No

- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor?  Yes  No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license

SUBSCRIBED AND SWORN TO BEFORE ME  
this 30 day of MARCH, 20 10

[Signature]  
(Clerk/Notary Public)

[Signature]  
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

My commission expires 5-6-2012

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

### TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

### City of Madison Supplemental Class B License Application

<input type="checkbox"/> Seller's Permit Number <input type="checkbox"/> Federal Employer Identification # <input type="checkbox"/> Notarized Original Application Form <input type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input type="checkbox"/> Written Description of Premise <input type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Notarized Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Sample Menu <input type="checkbox"/> Business Plan
--	---	--

1. Name of Applicant/Partner/Corporation/LLC Thao Real Estate, LLC  
 2. Address of Licensed Premise 2817 E. Washington Ave  
 3. Telephone Number: (608) 242-8888 4. Anticipated opening date: Already open  
 5. Mailing address if not opening immediately N/A

6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate?  Yes  No

7. Are there any special conditions desired by the neighborhood?  Yes  No  
 Explain. \_\_\_\_\_

8. Business Description, including hours of operation: Chineses Restaurant and Music 11am - 2am

9. Do you plan to have live entertainment?  No  Yes—What kind? DJ

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**

Bar area & Refrigerator, & Kitchen

11. Are any living quarters directly or indirectly accessible and under control of the applicant?  Yes  No  
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.

12. Describe existing parking and how parking lot is to be monitored. Security monitors premise 24 hours.

13. Describe your management experience, staffing levels, duties and employee training.  
Management experience = 12 years; staff = 6; Waitors, Cashiers, Cooks, bartenders

14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.

G Thao 2817 E. Washington Ave. Madison, WI  
 Name Address

15. Utilizing your market research, who would you project your target market to be?

Blue-collar

16. What age range would you hope to attract to your establishment? 12-50

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

Television, Print, Radio

18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)  No

19. Owner of building where establishment is located: Executive Management

Address of Owner: \_\_\_\_\_ Phone Number (608) 770-3330

20. 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?  Yes  No

21. List the Directors of your Corporation/LLC

G. Thao 2817 E. Washington Ave.  
Name Address

\_\_\_\_\_  
Name Address

\_\_\_\_\_  
Name Address

22. List the Stockholders of your Corporation/LLC

\_\_\_\_\_  
Name Address % of Ownership

\_\_\_\_\_  
Name Address % of Ownership

\_\_\_\_\_  
Name Address % of Ownership

23. What type of establishment are you? (Check all that apply)  Tavern  Nightclub  Restaurant

Other Please Explain. \_\_\_\_\_

24. What type of food will you be serving, if any? Chinese

Breakfast  Lunch  Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open?

Appetizers  Salads  Soups  Sandwiches  Entrees  
 Desserts  Pizza  Full Dinners

26. During what hours of your operation do you plan to serve food? 11am-9pm, 12am-2am

27. What hours, if any, will food service not be available? 9pm- 12pm
28. Indicate any other product/service offered -
29. Will your establishment have a kitchen manager?  Yes  No
30. Will you have a kitchen support staff?  Yes  No
31. How many wait staff do you anticipate will be employed at your establishment? 4  
During what hours do you anticipate they will be on duty? 1hr- 9pm
32. Do you plan to have hosts or hostesses seating customers?  Yes  No
33. Do your plans call for a full-service bar?  Yes  No  
If yes, how many bar stools do you anticipate having at your bar? 6  
How many bartenders do you anticipate you would have working at one time on a busy night? 2-3
34. Will there be a kitchen facility separate from the bar?  Yes  No
35. Will there be a separate and specific area for eating only?  Yes  No  
If yes, what will be the seating capacity for that area? 99
36. What type of cooking equipment will you have?  Stove  Oven  Fryers  Grill  Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products?  Yes  No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?  
80%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 55%  
What percentage of your advertising budget do you anticipate will be drink related? 40%
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin?  Yes  No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association?  Yes  No
-

42. What is your estimated capacity? 99-149

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.


Gross Receipts from Alcoholic Beverages	30	%
Gross Receipts from Food and Non-Alcoholic Beverages	70	%
Gross Receipts from Other	-	%
<b>Total Gross Receipts</b>		<b>100%</b>

44. Do you have written records to document the percentages shown?  Yes  No  
You may be required to submit documentation verifying the percentages you've indicated.

**Read carefully before signing:** Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 30 day of MARCH, 20 10

  
(Officer of Corporation/Member of LLC/Partner/Individual)

  
(Clerk/Notary Public)

My commission expires 5-6-2012

## **BROTHER'S WOK BUSINESS PLAN**

### **EXECUTIVE SUMMARY**

Brother's Wok is a locally owned fast food outlet that will be positioned as an efficient Chinese restaurant through the company's business structures and systems. Brother's Wok will provide a combination of excellent food at value pricing. Brother's Wok is the answer to an increasing demand for quick and affordable fast food.

Our main priority is to establish one outlet in a high traffic shopping center, preferably in one of Madison's prominent shopping centers. Later, our effort will be a further development of more retail outlets in the surrounding area.

This plan is prepared to obtain a location for the initial launch of this concept. The planned month of initial operation is March of 2009. The financing, in addition to the capital contributions from shareholders, will allow Brother's Wok to successfully open and expand.

Brother's Wok will entice customers to bring their friends and family with our "Invite 10 Friends and Eat for Free" program.

#### **1.1 Objectives**

- \* To establish a presence as a successful local fast food outlets and gain a market share in Madison's fast food industry.
- \* To make Brother's Wok a destination spot for shoppers and other business employees.
- \* To expand into a number of outlets by the year 2012, and sell the franchise to neighboring metropolitan cities, such as Verona, Monona, and Sun Prairie.

#### **1.2 Mission**

Our main goal is to be one of the most successful fast food outlets in Madison, starting with one retail outlet located in a shopping center as a "market tester."

Brother's Wok will strive to be a premier local fast food brand in the local marketplace. Our main focus will be serving high-quality food at a great value.

#### **1.3 Keys to Success**

To succeed in this business we must:

- \* Create a menu with limited choices compared to other Chinese restaurants in the area. This will differentiate us from the rest of the competition.
- \* Control costs at all times, in all areas and implement a conservative approach to growth policy.
- \* Sell the food that are of the highest quality, as well as keeping the customers happy with our competitive prices.
- \* Provide 100% satisfaction to our customers and maintaining the level of excellent services among other competitors.
- \* Encourage the two most important values in fast food business: brand and image, as these two ingredients are a couple of main drivers in marketing communications.
- \* Get access to high-traffic shopping center near the target market.
- \* Promote good values of company culture and business philosophy.

### **Business Description**

This business will be a fast-food Chinese restaurant.

## **Market Strategies**

### **Competitive Analysis**

Brother's Wok's direct competitors are other fast food restaurants within a 10-mile radius. Currently, there are fast food outlets such as Chicken & Fish, Little Caesar, Burger King, Taco Bell, Ella's Deli, and Perserado's Mexican Restaurant.

### **Design and Development Plan**

### **Operations and Management Plans**

### **Financials**

# Appointment of New Liquor/Beer Agent

## To be completed by Corporate Officer or Member of LLC

I, G Thao, officer/member for Thao Real Estate, LLC  
 (Corporation/LLC) doing business as Brothers Wok, authorize and appoint  
Nao Nhia Thao (Name) as the liquor/beer agent for the premise  
 located at 2877 E. Washington Ave.

Subscribed and sworn to before me this

  
 Signature of Officer/Member

30 Day of MARCH, 2010

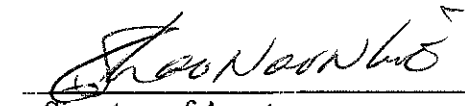
  
 Notary Public, Dane County, Wisconsin

My Commission Expires 5-6-2012

## To be completed by appointed Liquor/Beer Agent

I, Nao Nhia Thao, appointed liquor/beer agent for  
Thao Real Estate, LLC (name of Corporation or LLC), being first duly sworn  
 say I have vested in me, by properly authorized and executed written delegation, full authority  
 and control of the premise described in the license of such corporation or limited liability  
 company, and I am involved in the actual conduct of the business as an employee, or have a  
 direct financial interest in the business of the licensee, therein relating to the intoxicating  
 liquor/fermented malt beverage. The interest I have in the business is 0 %.

Subscribed and sworn to before me this

  
 Signature of Agent

30 Day of MARCH, 2010

  
 Notary Public, Dane County, Wisconsin

My Commission Expires 5-6-2012

The appointed Liquor/Beer Agent must complete the other side of this form.