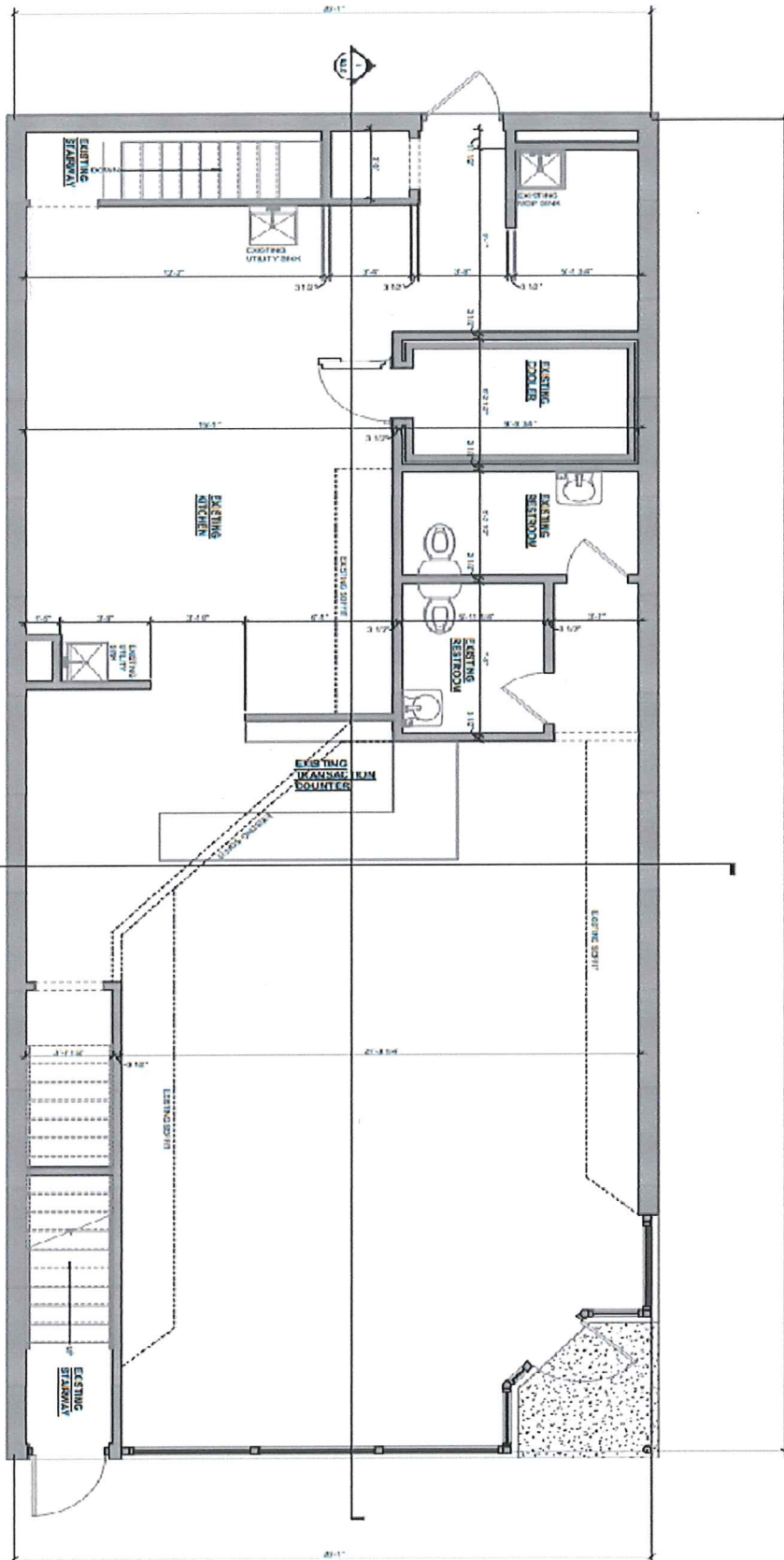




 THE PLAN
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Sultan Restaurant

Business Plan

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Executive Summary

Sultan will be a small plates Pakistani restaurant located at 1054 Williamson St., Madison, WI. The restaurant will present a shareable small plates concept for fresh and regional South Asian food and flavors. The restaurant will be a unique and first of its kind dining experience in Madison. The Madisonian exposure to South Asian cuisine has so far only come in the form of Indian restaurants which serve similar menus and rarely serve made to order fresh food. The dining concept will combine a dining experience that has shown to be successful in Madison with unique flavors that previously have not previously been served in this way in the area. The Willy St. neighborhood is already known for several dining establishments in Madison, so it offers excellent pre-opening recognition and foot/vehicle traffic.

This business plan outlines proposed restaurant concept, financial projections and details, SWOT analysis, and marketing/opening plan.

Overview

Restaurant Concept

Sultan will provide an upscale casual dining experience with a lower lit wood and metal interior. Seating will consist of bar-style full wall banquettes along the two main walls of the restaurant which will allow for 2 top seating, along with 4 top distributed throughout the main dining floor. Estimated seating capacity at opening is 40 plus 10 bar seats. The restaurant will feature a bar serving beer, wine, and cocktails.

Plates and portions will be smaller and shareable, designed to encourage diners to sample multiple dishes from the menu. Dishes will rotate and depending on seasonality and availability of ingredients. Sultan seeks to come in at a middle price point which both indicates the quality of the ingredients used and allows the restaurant to be as accessible as possible to a variety of potential customers. The sample menu included below in this section showcases the philosophy behind the food.

Restaurant Service Model

Sultan will have a standard continuous service model where servers will utilize mobile/handheld POS devices to allow regular customer interaction and consistent order flow. The nature of the menu necessitates knowledgeable and present serving staff is available to answer questions and continue the flow of food and drinks to the diners. The expectation is to have 2 servers staffed for every shift. Table turnover is expected to fall between 90 minutes and 120 minutes.

At opening, the restaurant will be open 7 days a week for dinner service from 4 pm – 10 pm on weekdays and 4 pm – 12 am on weekends, and additionally for brunch service from 9 am to 2

pm on weekends. Reservations will be accepted for all dining room seats, and bar seating will be first-come first-serve.

Sample Menu

MENU	
SULTAN CHEESE BOARD	18
Haloumi, achaar, kachumbar, sudjouk	
CHUKANDAR AUR AAM KI SALADE	10
Beets, mango, pickled red onion, mint	
MATKA MURGH BIRYANI	16
Bone in chicken and fragrant rice served in a clay pot	
LAHORI CHARGHA	15
Chicken quarter, cucumber dill raita	
MURGH KARAHI	15
Spiced chicken, tomato, yogurt	
ALOO PALAK	9
Yukon gold potatoes, spinach	
NIHARI	18
Braised beef shank, shaved ginger, cilantro	
TANDOORI MACHLI	mkt
Seasonal fish, ask server for available selection	
TANDOORI LOBSTER AND SCALLOPS	32
Curry glazed root vegetables	
MATAR KEEMA	12
Minced beef, sugar snap peas	
TANDOORI SEEKH KABAB	24
Minced lamb, cumin raita	
DAHI BALLA	12
Lentil fritters, spiced yogurt, green chutney	
DESSERT	
SHEER	9
Vermicelli noodle pudding, dates, cardamom	
SOOJI KA HALWA	9
Sweet toasted semolina, dried fruit, almonds, honey	
