

La Torta Loca, LLC
Business Plan

AdminUser
Owners

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Projected Cash Flow

<i>Cash Flow Forecast - 12 Months</i>		<i>La Torta Loca LLC</i>										Date 9/5/1
Month:	Pre-Start	1	2	3	4	5	6	7	8	9	10	
Receipts												
Cash sales	10,000	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	15,000.00	15,000.00	15,000.00	15,000.00	
Collections from credit sales	0											
New equity inflow	0											
Loans received	85,000											
Other	0											
Total Receipts	95,000	12,000	12,000	12,000	12,000	12,000	12,000	15,000	15,000	15,000	15,000	
Payments												
Cash purchases	40,848	1,800	1,800	1,800	1,800	1,800	1,800	2,250	2,250	2,250		
Payments to creditors	0											
Salaries and wages	0	4,200	4,200	4,200	4,200	4,200	4,200	5,250	5,250	5,250		
Employee benefits	0											
Payroll taxes	0											
Rent	4,000			4,000	4,000	4,000	4,000	4,000	4,000	4,000		
Utilities	0											
Repairs and maintenance	0											
Insurance	363	363	363	363	363	363	363	363	363	363		
Travel	0											
Telephone	7,141	150	150	150	150	150	150	150	150	150		
Postage	0											
Office supplies												
Advertising	0											
Marketing/promotion	2,615											
Professional fees (Remodelation)	38,000											
Training and development	0											
Bank charges	0											
Miscellaneous												
Owner's drawings	0											
Loan repayments	0	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282		
Tax payments	0											
Capital purchases	0											
Other (Licences)	1,930											
Total Payments	94,897	7,795	7,795	11,795	11,795	11,795	11,795	13,295	13,295	13,295	13,295	
Cashflow Surplus/Deficit (-)	103	4,205	4,205	205	205	205	205	1,705	1,705	1,705	1,705	
Opening Cash Balance	0	103	4,308	8,513	8,718	8,923	9,128	9,333	11,038	12,743	14,448	
Closing Cash Balance	103	4,308	8,513	8,718	8,923	9,128	9,333	11,038	12,743	14,448	14,448	

EXECUTIVE SUMMARY

La Torta Loca, LLC is a Mexican restaurant that can easily be tailored to suit individual businesses taste and preferences. The location is in Madison, Wisconsin. **La Torta Loca, LLC** will be sold to upscale customers via social networks, partners, advertising and special promotions.

Torta is sort of a broad term for many kinds of sandwiches, usually made with a round piece of bread. Is a sandwich, served on an oblong 15 cm firm, crusty white sandwich roll. Depending on the region, this is called a bolillo, telera, birote, or pan francés. Torta de aguacate, avocado-filled torta. Torta de adobada, adobo meat-filled torta, etc.

La Torta Loca, LLC intention is to reach their maximum sales capacity of \$162,000 of entrees by the first year; average monthly \$13,500, with subsequent annual increases of 20% until reach maximum of sales capacity in the following years.

La Torta Loca, LLC will start with 2 employees, plus the owner, then will increase staff a soon we will need. **La Torta Loca, LLC** will use an LLC as their business structure. The owner will manage the business while the other will produce and market the "Tortas" classic Mexican sandwich. The initial capital investment required for this operation is \$100,000.00

We at **La Torta Loca LLC**, are committed to bringing you the best all-around shopping experience. Our nice pledge campaign includes an intense training session for all our employees.

Objectives

As a restaurant our commitment is to provide quality entrees, appetizers, deserts and services in a cost-effective manner, the initial, minimum objectives are:

- A clean environment in which to shop
- A safe place to shop
- Great and friendly service
- Our shop will be good neighbors and will be involved in the Madison area and around community.
- Our store will be at least 2,648 square feet
- Store will have minimum weekly average sales of \$4,000.

Mission

Our most fundamental philosophy is the concern for people. This strong belief in people is the determining factor that motivates our operations in developing our customers.

We believe that our responsibility for customer satisfaction is not focused solely on the sale of a product, but rather is the total relationship a customer experiences when interacting with the entrees. We believe in honesty and truth in all transactions and in providing products of the highest quality and at fair prices. We should do everything possible to provide outstanding service in marketing the products we sell.

We believe we have a responsibility to be a good neighbor in maintaining our property in first-class condition and by making the appearance of our store, facilities, equipment, and grounds as attractive as possible, making them an asset to the communities that support our company.

We at **La La Torta Loca, LLC**, are committed to bringing you the best all-around shopping experience. Our nice pledge campaign includes an intense training session for all of our employees.

COMPANY SUMMARY

La Torta Loca LLC is a Mexican Restaurant to attend to anglo, latino and tourist community in Madison, Wisconsin and other cities across the area.

Company History

At the beginning of 2019 the owner starts to plan the restaurant operations and decide to create **La Torta Loca, LLC** is a Mexican restaurant in the area and the owner are excited to expand as soon as start the operations.

Company Ownership

The **La Torta Loca, LLC**, will be an LLC. Currently it will be owned and operated by Jose Maya.

Location

We have located the ideal 7005 Tree Lane, Madison WI 53717. This site will contribute to our success due to being formally used as Mexican Restaurant and because is located across the street from James Madison Memorial High School,

this high school host grades 9th – 12th and counts with approximately 1905 students that are let out to lunch every day of the week.

Another school that we have across the same street is Thomas Jefferson Middle School they have lower grades but they are also important for our success they currently have an approximated number of 522 students.

With a great location and 2 schools across the street, the west town mall down the road and a football field within 3 miles far from our company we are set to success.

Hours of Operation

Store hours will be 7 days a week from 8:00 A.M. until 9:00 P.M, Cash and all major credit cards will be accepted.

Start-up Summary

Start-up costs will be financed through a combination of owner investment and short-term loans. The cash flow shows the financing.

Start Up Expenses	
Kitchen Equipment & Dining Room	40,848.00
Phone + Internet + Tech	7,141.00
Licenses	1,930.00
Lease	4,000.00
Insurance DP	363.00
Professional Services (Remodeling)	38,000.00
	92,282.00

PRODUCTS

The store will sell over \$187,200 per year include diverse flavors and presentation of restaurant entrees, and other complementary suit dishes and juices to the community.

<p>La torta loca: mayo-beans-chicken-chorizo-ham-pickled jalapenos-lettuce-tomatoes-oaxaca cheese-avocado and red onion</p>	<p>Torta Cubana: sausage-ham-pork-beans-mayonnaise-pickled jalapenos-tomate-lettuce-onion-avocado-and oacaxa cheese</p>	<p>Torta de milanesa: meat-pickled jalapenos-lettuce-tomatoes-avocado and oaxaca cheese</p>
<p>La torta del chavo: ham and oaxaca cheese</p>	<p>Torta de pierna: pork loin-onion-pickled jalapenos-beans-mayonnaise-cheese</p>	<p>Torta chilanga: beans-mayonnaise-ham-chorizo pickled jalapenos- oaxaca cheese</p>
<p>La torta ahogada: meat-beans-spicy salsa-cabbage and lime</p>		

MARKET ANALYSIS SUMMARY

Current trends show that typical entrees purchases are single-serve impulse or novelty purchases for immediate consumption. To maintain consumer product interest in "Tortas" Mexican classic sandwich, manufacturers are constantly developing new presentation, flavors, shapes, sizes and varieties of condiments.

By household size, restaurant spending specially of \$30 per week in one-person households to \$60 per week in households of three or more.

To make our advertising and printing dollars work their smartest, we need a team that will work its hardest. Whether we need a bag stuffer, a new logo, radio spots, local Spanish & English newspaper and online news as well like:

- Radio announcements on 1480AM La Movida Radio Station
- El Mundo Hispano Newspaper (Madison)
- Madison 365
- Also, will provide coupons in local free newspapers and online news services.

Target Market Segment Strategy

Our store will meet the restaurant needs of the surrounding neighborhood of female or male head of local households; and Anglo & Latino, tourist communities that earning over \$25,000 per year.

Technology: Electronic Marketing

La Torta Loca, LLC is committed to keeping up with technology changes, thereby gaining a competitive edge in the marketplace. computers and other information systems are integrated to provide management information and time-saving tools.

These include:

- Web Page and Social Media
- E-mail systems
- Standard accounting software
- Computer-based training

Promotions

Building store traffic, generating consumer excitement, accelerating sales and profits, and positioning our store competitively in the market will be relatively simplified using the sales Promotions.

Competition

The store will be in walking distance of area shoppers, whereas the next nearest grocery store is two to three miles from our store location. They are basically Anglo stores.

The competition in the area are:

- Kwik Trip and other gas station
- MOD Pizza
- Noddle's in Company
- Culvers'
- Q'Doba

STRATEGY & IMPLEMENTATION SUMMARY

La Torta Loca, LLC; provides a service which helps us manage the information related to our retail business more effectively. We will offer our customer complete integration of pricing, promotions, scanning, receiving, and electronic payment systems, including human resource functions at store and corporate levels. Their commitment to putting our customer in the fast lane with state-of-the-art, point-of-sale technology keeps us on the leading edge.

The typical business cycle for **La Torta Loca LLC** facility will vary depending on the season. This involves the cleaning, pitting, packaging and storing of all the fresh components required for entrees production throughout the year. Then production will remain steady throughout the hole year. Most of the entrees planification and production will be done ahead of time to deal with the increased demand.

MANAGEMENT SUMMARY

People are our most asset and **La Torta Loca LLC**. The people we employ are also a major investment in our company. It is their goal to help us fully capitalize on this investment.

The personnel plan is included in the following table. It shows the Manager's hourly pay, followed by that of the rest of the staff. Each of these positions will overlap to make sure the customers are receiving excellent customer service and that adequate help is on hand.

FINANCIAL PLAN

La Torta Loca LLC will start to operate with a partial owner capital and the rest a short-term loan. In the future we will manage and grow our restaurant with a full range of financial services that include one-year cash flow planning, business valuations, estate planning, buying/selling a store, and financing assistance.

Projected Cash Flow

We are positioning ourselves in the market as a medium risk concern with steady cash flows. Accounts payable is paid at the end of each month while sales are in cash, giving the **La Torta Loca LLC** an excellent cash structure.

Projected Cash Flow

Cash Flow Forecast - 12 Months

La Torta Loca LLC

Date 9/5/2019

Month:	Pre-Start	1	2	3	4	5	6	7	8	9	10	11	12	Totals
Receipts														
Cash sales	10,000	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	15,000.00	172,000
Collections from credit sales	0													0
New equity inflow	0													0
Loans received	85,000													85,000
Other	0													0
Total Receipts	95,000	12,000	12,000	12,000	12,000	12,000	12,000	15,000	15,000	15,000	15,000	15,000	15,000	287,000
Payments														
Cash purchases	40,848	1,800	1,800	1,800	1,800	1,800	1,800	2,250	2,250	2,250	2,250	2,250	2,250	65,148
Payments to creditors	0													0
Salaries and wages	0	4,200	4,200	4,200	4,200	4,200	4,200	5,250	5,250	5,250	5,250	5,250	5,250	66,700
Employee benefits	0													0
Payroll taxes	0													0
Rent	4,000			4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	44,000
Utilities	0													0
Repairs and maintenance	0													0
Insurance	363	363	363	363	363	363	363	363	363	363	363	363	363	4,719
Travel	0													0
Telephone	7,141	150	150	150	150	150	150	150	150	150	150	150	150	8,941
Postage	0													0
Office supplies														0
Advertising	0													0
Marketing/promotion	2,615													2,615
Professional fees (Remodelation)	38,000													38,000
Training and development	0													0
Bank charges	0													0
Miscellaneous	0													0
Owner's drawings	0													0
Loan repayments	0	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282	1,282	15,384
Tax payments	0													0
Capital purchases	0													0
Other (licences)	1,930													1,930
Total Payments	94,897	7,795	7,795	11,795	11,795	11,795	11,795	13,295	13,295	13,295	13,295	13,295	13,295	237,437
Cashflow Surplus/Deficit (-)	103	4,205	4,205	205	205	205	205	1,705	1,705	1,705	1,705	1,705	1,705	19,663
Opening Cash Balance	0	103	4,308	8,513	8,718	8,923	9,128	9,333	11,038	12,743	14,448	16,153	17,858	
Closing Cash Balance	103	4,308	8,513	8,718	8,923	9,128	9,333	11,038	12,743	14,448	16,153	17,858	19,663	



BEER MENU

CORONA \$ 2.99

CORONA LIGHT \$ 2.99

CORONA PREMIER \$ 2.99

TECATE \$ 2.99

TECATE LIGHT \$ 2.99

VICTORIA \$ 3.99

MODELO ESPECIAL \$ 2.95

NEGRA MODELO \$ 3.99

PACIFICO \$ 3.99

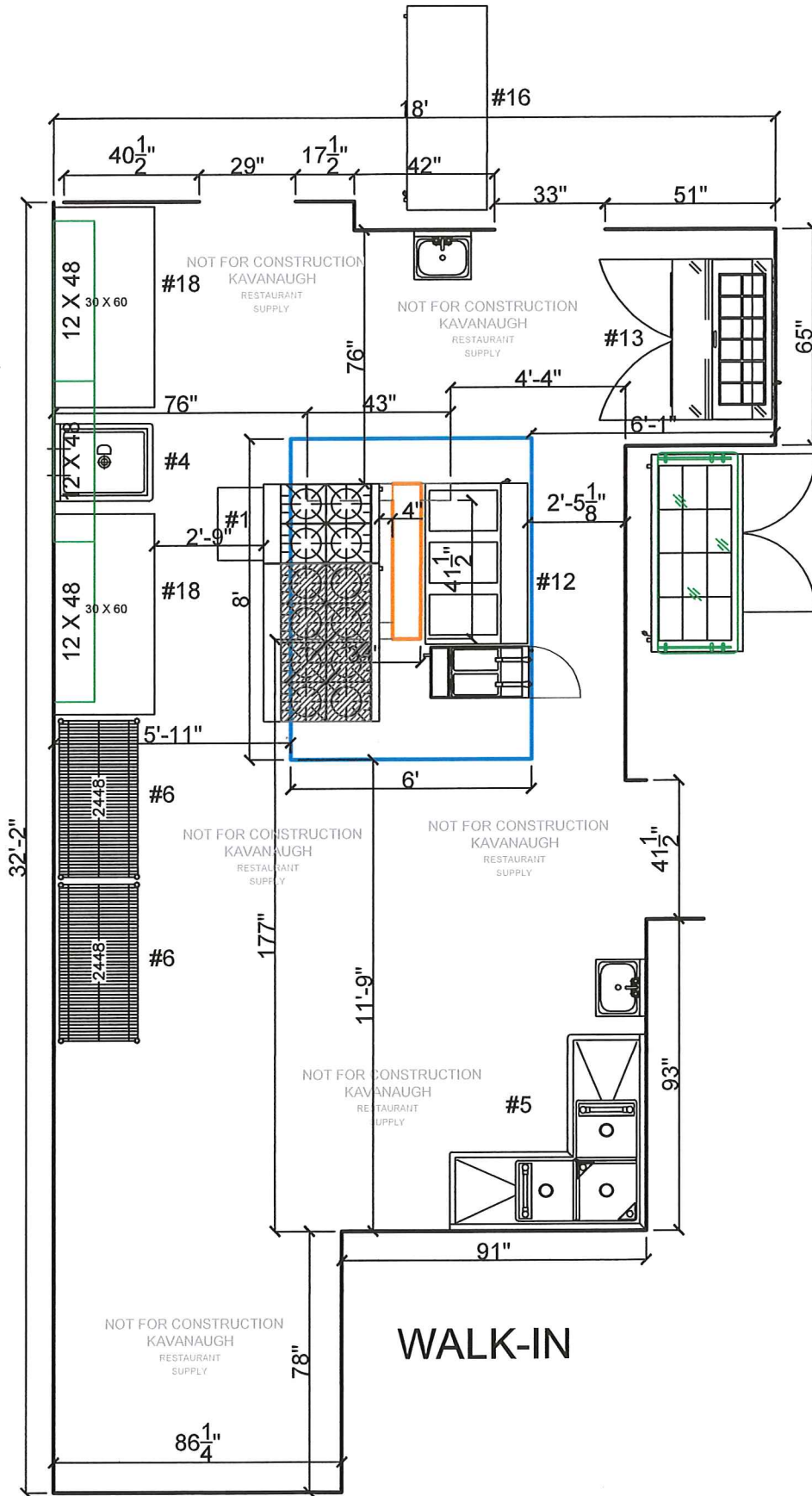
DOS EQUIS LAGER \$ 3.45

DOS EQUIS \$ 3.45

BLUE MOON \$ 2.99

SPOTTED COW \$ 2.99

DRINK RESPONSIBLE



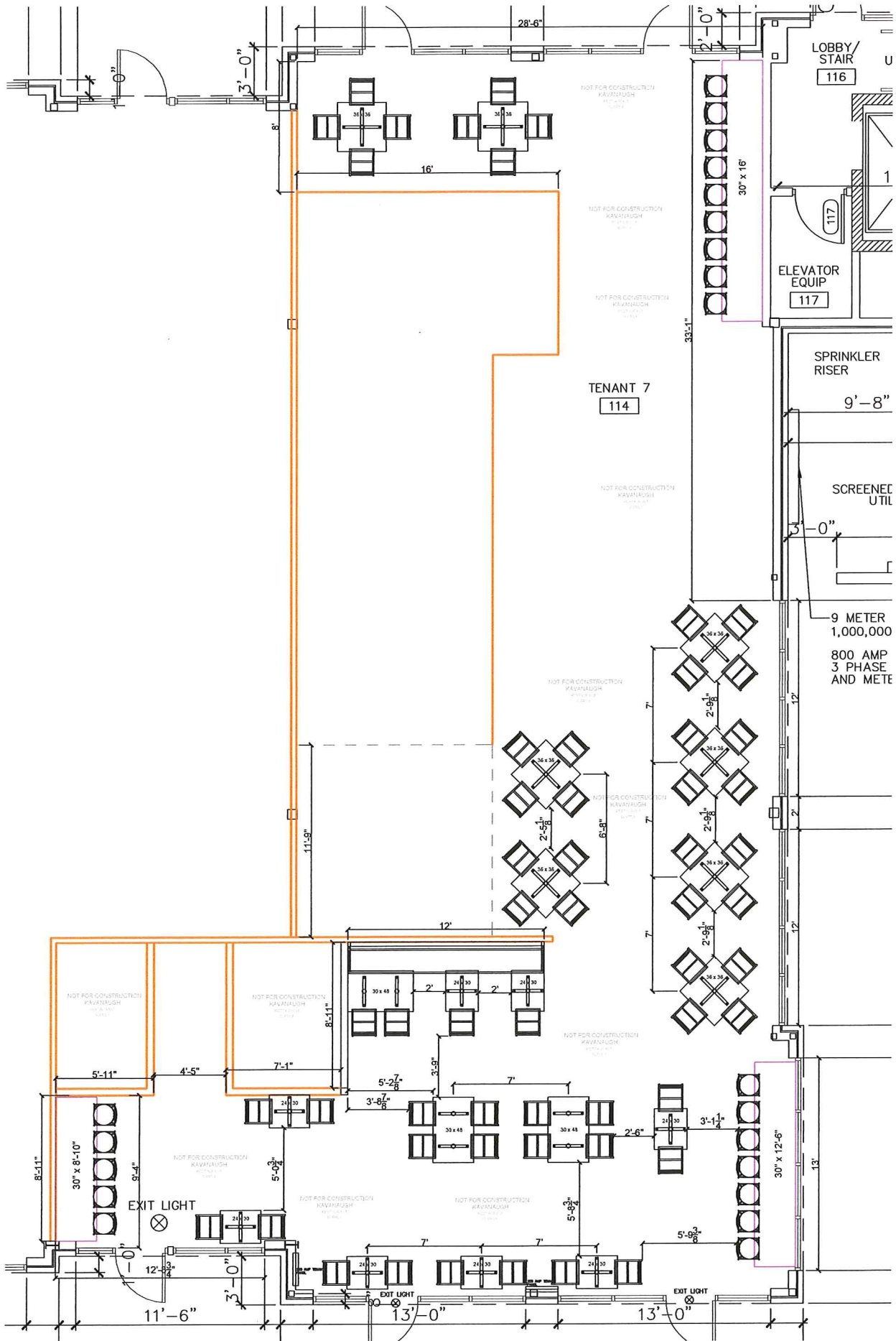
GENERAL NOTES
 NOT FOR CONSTRUCTION



2920 Bryant Road Madison, WI 53713 608-271-8514
 All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used on any other work not be disclosed to a person for any use whatsoever without written permission. Dimensions to be verified at the job site.

DATE: 08-02-19
 SCALE: 1/4"=1'-0"

LA TORTA LOCA
 FOODSERVICE EQUIPMENT LAYOUT



GENERAL NOTES
NOT FOR CONSTRUCTION



2920 Bryant Road Madison, WI 53713 608-271-8514
 All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used on any other work nor be disclosed to a person for any use whatsoever without written permission. Dimensions to be verified at the job site.

DATE: 08-06-19
 SCALE: 3/16" = 1'-0"

LA TORTA LOCA
 FOODSERVICE EQUIPMENT LAYOUT