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LICLIB-2016-00172

P-604

A-15



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

Section A – Applicant

1. If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?
- Yes (language: N/A)
- 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 N/A
- 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.

2. This application is for the license period ending June 30, 20 16.
3. 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.

Om Indian Fusion Cuisine, LLC

4. Trade Name (doing business as) Om Indian Fusion Cuisine
5. Address to be licensed 3579 E. Washington Ave. Madison, WI 53704
6. Mailing address ~~3579~~ 5321 Westport Rd. Apt 102, Madison, WI 53704
7. Anticipated opening date April 1, 2016

8. Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 2?
- No Yes (explain) _____
9. Does another alcohol beverage licensee or wholesale permittee have interest in this business?
- No Yes (explain) _____

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 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.

Restaurant space at 3579 E. Washington Ave. Madison, WI 53704.
4,900 sq ft total. Alcohol served only in the dining room - no outdoor seating. Alcohol to be stored in walk-in coolers & storage room.
Alcohol records stored in manager's office on premises.

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 95 people

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

Parking in front and on NE side of building to be shared with Dana Lou's Laundromat. Landlord monitors lot w/ security cameras and is setting up more lighting

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 Nancy Ann Viswanathan

17. City, state in which agent resides Madison, WI

18. How long has the agent continuously resided in the State of Wisconsin? 6 months

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

20. Has the liquor license agent completed the responsible beverage server training course?

No, but will complete prior to ALRC meeting Yes, date completed 12/22/2015

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

01/01/2016 - WI *Receipt Attached

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
Owner	Nancy Viswanathan	Madison, WI
Owner	Sumanth Viswanathan	Madison, WI

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.

Nancy Viswanathan

24. Is applicant a subsidiary of any other corporation or LLC?
 No Yes (explain) N/A
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) N/A

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 _____
27. Business description start-up full-service restaurant serving Indian cuisine for lunch and dinner. Business is an LLC with 2 owners (married couple). Lunch will have buffet and carry-out and catering services all day.
28. Hours of operation M-F: 11am - 9:30pm, F-Sa: 11am - 10pm, Su: 11am - 9pm
29. Describe your management experience Nancy holds 15+ years experience in customer service management. She holds a Bachelor's Degree in Business Management w/ emphasis in Hospitality Management & an MBA in Human Resource Management
30. List names of managers below, along with city and state of residence.
Nancy Viswanathan Madison, WI
Sumanth Viswanathan Madison, WI
31. Describe staffing levels and staff duties at the proposed establishment owner will be the Front Office Manager & assist in taking calls & orders. Other owner will be in charge of operations. Staff includes a chef/kitchen manager, kitchen helpers, waiters, Bus boys * Organization chart attached
32. Describe your employee training Nancy is in charge of all HR & Training. She is putting together training programs for each dept. Kitchen manager will train all kitchen staff.

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

Our niche market plans to cater to business employees during lunch and people from the Indian community

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

We are currently meeting with companies to decide on how to advertise. We have set up our sign and are working on our website.

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? N/A

38. What age range do you hope to attract to your establishment? All ages - family establishment

39. What type of food will you be serving, if any? Indian cuisine
 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? Lunch & Dinner

42. What hours, if any, will food service not be available? Breakfast

43. Indicate any other product/service offered. N/A

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? 4

During what hours do you anticipate they will be on duty? 11am - 10pm = Lunch & Dinner

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? N/A
 How many bartenders do you anticipate having work at one time on a busy night? N/A
49. Will there be a kitchen facility separate from the bar? No Yes N/A
50. Will there be a separate and specific area for eating only?
 No Yes, capacity of that area N/A
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? 100%
54. If your business plan includes an advertising budget:
 What percentage of your advertising budget do you anticipate will be related to food? 100%
 What percentage of your advertising budget do you anticipate will be drink related? 20%
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:
15 % Alcohol 85 % Food N/A % 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.

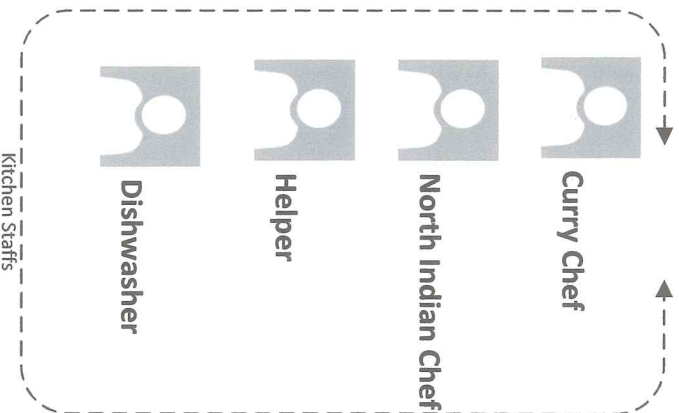
Section F—Required Contacts and Filings

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

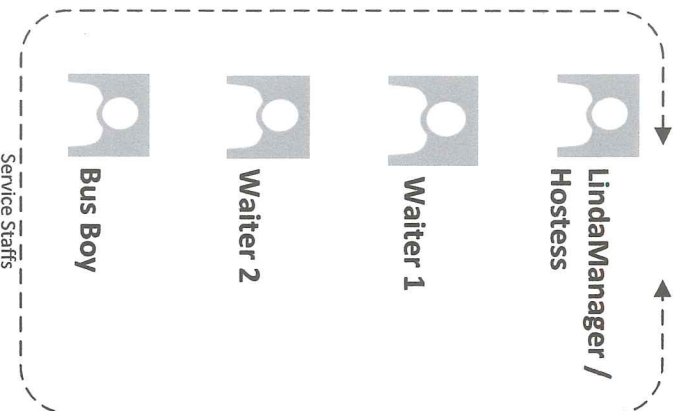
Om Indian Fusion Cuisine



Head Chef & Kitchen Manager
Dilli Shankar



Owner & Service Manager
Nancy Viswanathan



Owner
Sumanth Viswanathan

- Accounting & Payroll
- Advertising & Marketing
- Supply & Order
- Legal
- Travel
- Social & Community Service

Turnkey Restaurant for Lease

Price Reduced!
\$13.95/Sq. Ft.



3579 E. Washington Ave., Madison, WI



Details and Demographics

Rare opportunity for restaurant space at corner of East Washington Avenue and Stoughton Road. Just minutes from MATC campus and East Towne Mall. This 4,900 sq. ft. space includes all FF&E and upgraded mechanicals.

- 4,900 sq. ft. available
- All FF&E included
- New mechanicals in 2013
- Located at one of Madison's busiest intersections

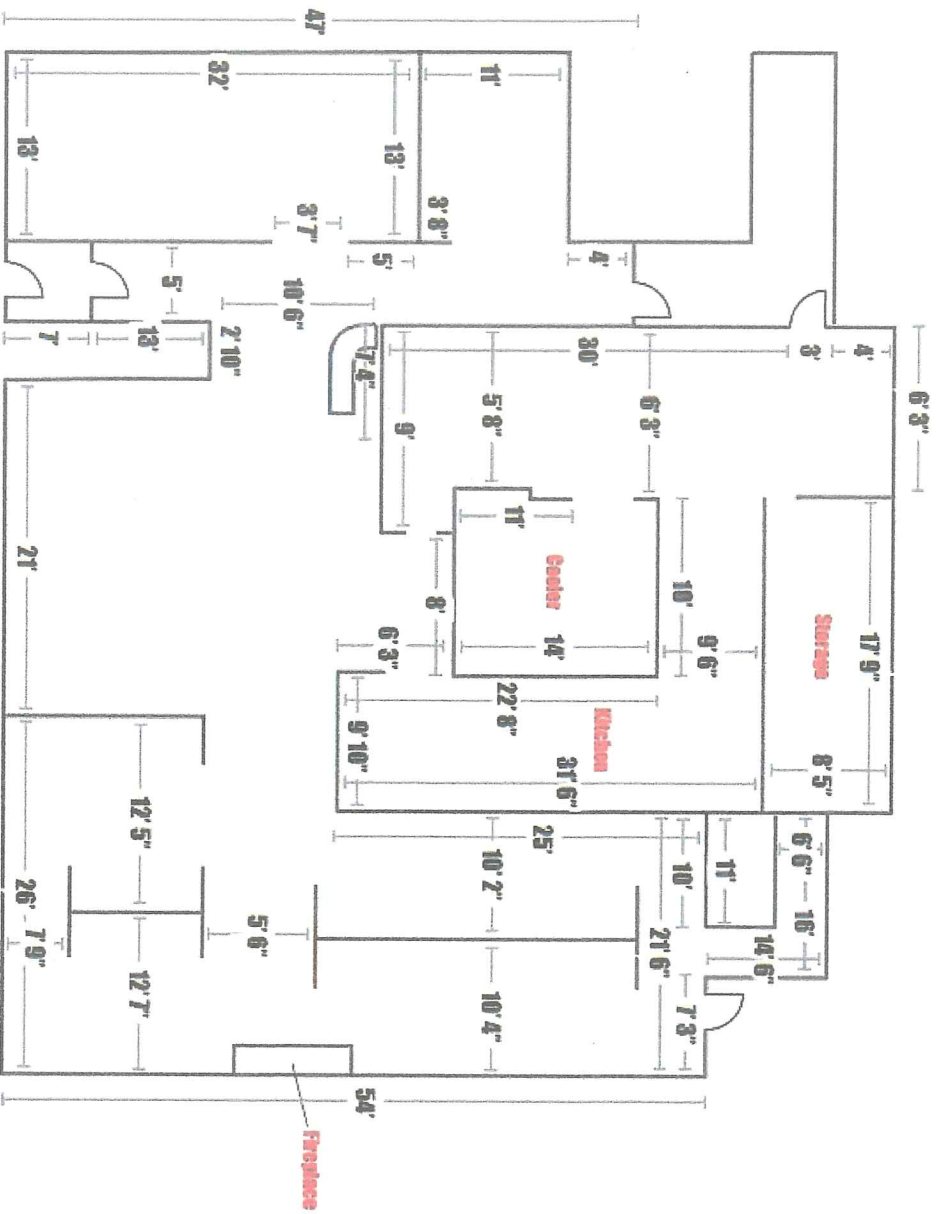
Lease Rate: \$13.95/sq. ft. (NNN)

Demographics	1 Mile	3 Miles	5 Miles
Population	4,483	63,067	134,856
Avg. Household Income	\$48,358	\$64,937	\$62,820

Todd Waller
Direct: (608) 327-4001
Cell: (608) 333-7636
twaller@lee-associates.com

Ryon Savasta
Direct: (608) 327-4007
Cell: (608) 443-9057
rsavasta@lee-associates.com

This plan has not been verified.



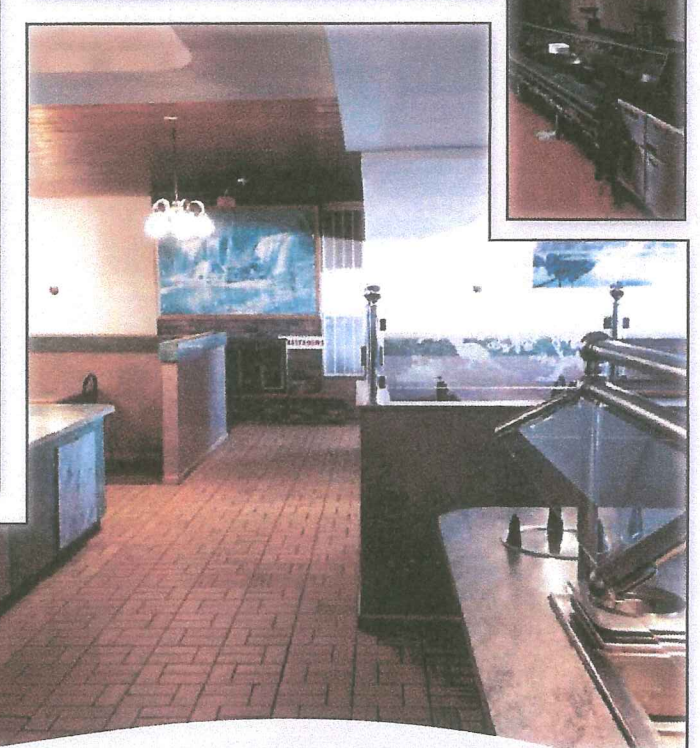
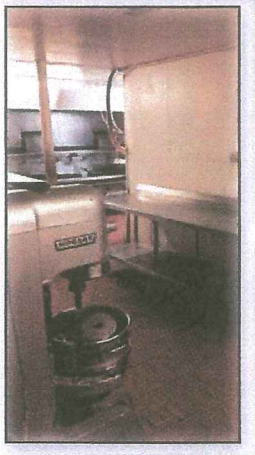
Existing Plan



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COMMERCIAL REAL ESTATE SERVICES

Turnkey Restaurant for Lease



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Ryon Savasta

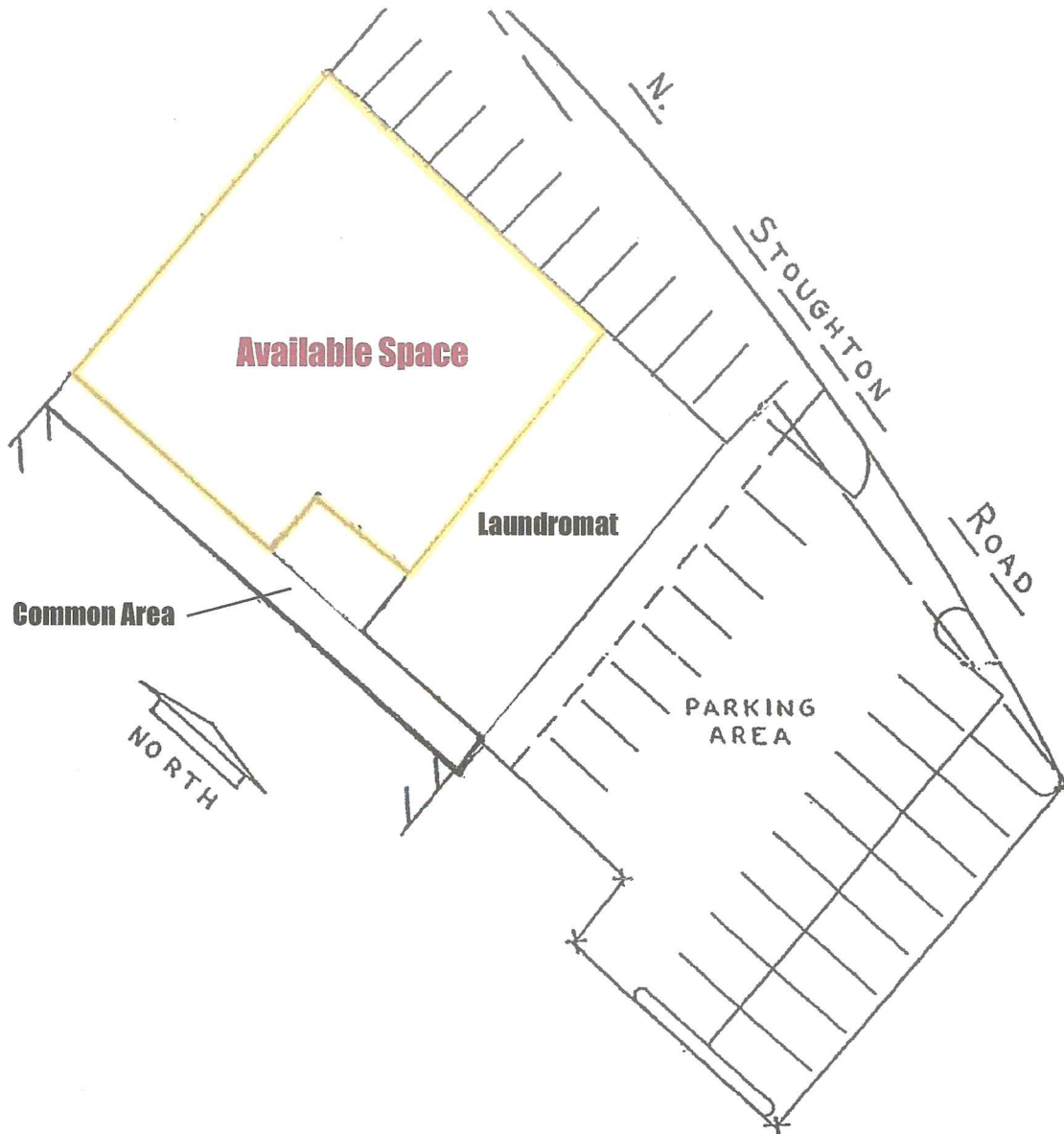
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Turnkey Restaurant for Lease

Floor Plan



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MENU

Om 

Indian Fusion Cuisine

Kids Menu

Item	Description	Rate
Geometry Dosa (Triangle Shaped Dosa)	A cone shaped crepe with crispy in style	\$5.99
Chocolate Dosa (with Nutella)	Nutella stuffed crepe	\$5.99
Bhutan Chicken Wings	No Spice chicken wings	\$6.99
Noodles	Indian style noodles served with ketchup	\$6.99

Appetizers

Item	Description	Rate
Mrich Bajji	Chilies battered with chickpea flour and deep-fried (Served with Mint and Tamarind Chutney)	\$4.99
Cut Mirchi	Chili Bajji refried and sprinkled with onions, chat masala (Served with Mint and Tamarind Chutney)	\$4.99
Vegetable Pakora	Mixed vegetables dipped in chickpea flour, rice flour batter and deep fried (Served with Mint and Tamarind Chutney)	\$4.99
Vegetable Samosa	2 Pcs fried crispy patties stuffed with potatoes and sweet peas seasoned with herbs and spices (Served with Mint and Tamarind Chutney)	\$4.99
Vegetable Cutlet	Seasoned potatoes and peas blended with spices rolled in bread crumbs and deep fried (Served with Mint and Tamarind Chutney)	\$4.99
Aloo Bonda	Deep fried savory appetizer made with spicy potato mix (Served with Mint and Tamarind Chutney)	\$4.99
Assorted Veg Appetizers	Samosa, Vegetable Cutlet, Vegetable Pakora and Papadum (Served with Mint and Tamarind Chutney)	\$9.99
Veg Manchurian	Vegetable balls, mad with finely chopped cauliflower, carrots, cabbage, beans and spices cooked win Manchurian sauce	\$8.99
Gobi Manchurian	cauliflower stir fried in sweet and spicy sauce	\$7.99
Baby Corn Manchurian	Baby corn stir fired in sweet and spicy sauce	\$7.99
Chili Paneer	Bite sized chunks of Indian cheese seasoned with spices and cooked in chili soy sauce	\$7.99
Dhai Bhalla	Deep fried lentil donuts soaked with seasoned yogurt	\$7.99
Pani Poori	Stuffed with chickpea & Masala Potato, Infused, seasoned, tamarind and mint chutney sauce	\$5.99
Bhel Poori	Thin crispy chickpea noodle, rice puffs, gently tossed with tamarind & mint chutney and chopped onion, tomato's, cilantro	\$5.99
Dhai Poori	Stuffed with special Moong sprouts and seasoned homemade yogurt	\$5.99

Aloo Poori	Stuffed with spiced potato's and seasoned homemade yogurt, dash with tamarind sauce	\$5.99
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Tandoor Specials

Item	Description	Rate
Achhari Chicken	Roasted mustard, methi seeds, cumin, cayane pepper and marinated with ginger garlic paste	\$11.99
Methi Chicken	Fresh methi, homemade yogurt, cumin, ginger and lemon	\$11.99
Hariyali Chicken	Fresh mint, cilantro, green chili and chef special secrete spices	\$11.99
Galuti sheek kabob	Ground checken marinated with chopped onion, ginger, cilantro and lemon	\$12.99
Tangri Kabob	Chicken wings marinated with roasted channa dal, kasmeri chilly, garam masal and yogurt	\$12.99

Vegetarian - Main Course (All itmes served with Basmathi Rice)

Item	Description	Rate
Tomato Dall (Lentil)	Lentil Cooked with fresh herbs, fine chopped onions, tomatoes and cilantro	\$8.99
Channa Masala (Garbanzo Beans)	Seasoned garbanzo beans cooked in flavorful curry sauce sprinkled with fresh cilantro	\$8.99
Bhindi Masala (Okra)	Fresh okra sautéed with fresh tomatoes and onions	\$9.99
Mix Vegetables Curry	Spices mixed vegetables in a curry sauce	\$9.99
Dall Makhani (Black Lentil)	Black Lentils cooked with fresh herbs, fine chopped onions, ginger, garlic and tomatoes	\$10.99
Gutti Vankaya (Egg Plant)	Fried egg plant cooked with fresh tomatoes and onions in mild gravy	\$11.99
Palak Paneer (Indian Cottage Cheese)	Spinach cooked in a creamy sauce with chunks of paneer (Indian cheese)	\$11.99
Muttar Paneer	Fresh green peas and chunks of paneer (Indian Cheese) cooked with onions and tomatoes in mild gravy	\$11.99
Paneer Tikka Masala	Chunks of paneer (Indian cheese) cooked in special sauce with finely chopped onion tomatoes and ginger	\$11.99
Malai Kofta	Mashed potatoes with minced veggies & Paneer rolled into balls cooked in yellow curry sauce	\$11.99
Navratan Korma	Fresh seasonal vegetables and chunks of paneer cooked in rich creamy sauce	\$11.99
Mushroom Masala	Fresh cut mushrooms prepared with tomatoes, ginger and bell peppers	\$11.99
Hyderabadi Mirchi Ka Saalan	Curried chili peppers cooked in mild peanut sauce	\$11.99

Non -Vegetarian - Main Course (All itmes served with Basmathi Rice)					
Item	Description	Chicken	Goat	Lamb	Shrimp
Kadai	Choice of meat simmered with onion and green peppers in a mildly spiced curry sauce and garnished with fresh cilantro	\$ 10.99	\$ 11.99	\$ 11.99	\$ 12.99
Vindaloo	Choice of meat and potatoes sautéed in spicy, tangy sauce	\$ 10.99	\$ 11.99	\$ 11.99	\$ 12.99
Curry	Choice of meat cooked with onions, tomatoes, ginger, garlic and special sauce made with fresh ground prices	\$ 10.99	\$ 11.99	\$ 11.99	\$ 12.99
Hyderbadi	Choice of meat cooked in herbs and spices with fresh green mango	\$ 10.99	\$ 11.99	\$ 11.99	\$ 12.99
Rogan Josh	Choice of meat cooked in thick yogurt base sauce and spices	\$ 10.99	\$ 11.99	\$ 11.99	\$ 12.99

Dosa and Uthappam (serveid with chutneys and sambar)					
Item	Description				Rate
Dosa	Crispy rice crepe roasted and topped with ghee and served with chutneys and sambar				\$ 4.99
Spring Dosa	Crispy rice crepe with fresh sautéed vegetables and served with chutneys and sambar				\$ 4.99
Rava Dosa	Crispy rice crepe made of Semolina and wheat and served with chutneys and sambar				\$ 4.99
Rava Masal Dosa	Crispy rice crepe made of Semolina and wheat stuffed with potato's masal and served with chutneys and sambar				\$ 4.99
Masal Dosa	Crispy rice crepe stuffed with potato's masal and served with chutneys and sambar				\$ 4.99
Onion Rava dosa	Crispy rice crepe made of Semolina and wheat filled lightly caramelized onions and served with chutneys and sambar				\$ 4.99
Paneer Dosa	Thin rice crepe stuffed with paneer (Indian Cheese) and served with chutneys and sambar				\$ 4.99
Onion Uthappam	Open-faced variation of the dosa prepared with chopped onions, chilies and served with chutney and sambar				\$ 4.99
Veg Uthappam	Open-faced variation of the dosa prepared with variety of Indian toppings (Chopped onions, tomatoes, chilies and cilantro) and served with chutney and sambar				\$ 6.99
Upma	Think porridge coked from dry roasted semolina or coarse rice flour and served with chutneys and sambar				\$ 7.99

Desserts

Item	Description	Rate
Gulab Jammun	Pastry ball made from milk dough fried until golden brown and served in sugary syrup with cardamom, topped with coco and a hit of coconut	\$ 1.99
Payasam		\$ 1.99
Kheer	Traditional rice pudding cooked with raisins, cashews, nuts and cardamom	\$ 1.99
Rasamalai	2 pcs of snowy oats of sweetened milk in rose water flavored milk and garnished with pistachio nuts	\$ 1.99
Rasagulla	Syrupy dessert with sponge variant balls	\$ 1.99
Gajar Ka halwa	Rich dessert made with fresh carrots, milk and sugar encapsulated with the generous amount of ghee	\$ 1.99
Ice Creams	Mango, Pista	\$ 1.99

BUSINESS PLAN

Om ॐ
Indian Fusion Cuisine

Sumanth & Nancy Viswanathan, Owner

December 26, 2015

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Om Indian Fusion Cuisine – Business Plan

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1. EXECUTIVE SUMMARY

Om Indian Fusion Cuisine (OIFC) will be a moderately priced, 95-seat restaurant offering authentic Indian, Pakistani, Nepalese, Tibetan and Indo-Chinese food. OIFC is a startup restaurant comprised of two owners, Nancy Viswanathan and Sumanth Viswanathan (married couple), a Head Chef/Kitchen Manager, Dilli Shankar, and a team of employees with a wide variety of skills and international experiences. Together, we have over 25+ collective years of experience in the restaurant, catering and hospitality industry.

The restaurant will be located on the east side of Madison at 3579 East Washington Avenue. This site was previously leased as China Buffet for roughly 10 years. Although the premises were utilized as a restaurant, the former tenants removed the majority of its kitchen equipment, furniture and fixtures, thus requiring replacement. This location also requires additional renovation to update the lavatories, bar area and increase table space in the dining area.

Sales projections assume 1,445 customers per week, resulting in weekly sales of just over \$18,000, or \$910,000 annually. The highly desired concept for ownership in a table service market is between \$500,000 and \$750,000. This is considered moderately profitable, and therefore we offer a very good investment.

The total startup cost will be close to \$250,000, \$50,000 of which will be contributed by the owners. The remainder will be secured through bank loans and investors.

1.1 Products

OIFC will provide high quality authentic Indian food, as well as other cuisine, in a relaxed and family-oriented environment. We are focused on the fusion aspect as we will not only serve authentic dishes that are familiar to people of Indian origin and Indian food enthusiasts, but also new dishes created by our Head Chef. Additional menu options include Pakistani, Bangladeshi, Indo-Chinese, Nepalese, Tibetan, and Thai. Each dish can be catered to fit the customer's needs with options to change the level of spice according to preference.

Separate pricing options will be available along with catering, carryout services, a lunch buffet and in-house dining for lunch and dinner. Our menu will clearly state what each item is with indicators for dietary needs, such as vegetarian, gluten-free, dairy-free, Halal, etc. We will also accept advance orders and reservations by phone and online. Specialty selections include lighter options and smaller portions for the children's menu.

1.2 Services

OIFC will strive to become a restaurant known for fast and friendly services during lunch and dinner hours. Dining in-house will give the customer opportunities to view Bollywood movies in a separate

room, which can also be rented out for private parties. Entertainment will also be offered in the form of local artists who can sing and play instruments from the regions of the world where our cuisine originates from. We are also constructing a **Live Dosa** counter for customers to be able to witness dosa (a traditional South Indian dish made of rice and lentil fried on a flat grill that resembles a crispy crepe) being made in the kitchen. In addition, one of our main selling points will be the famous **Dilli Dosas**. The Head Chef is an expert at frying a dosa as long as a table for an additional charge and they will be advertised as our signature and specialty dish. Our overall unique environment will showcase a fun and engaging intercultural experience while food is served.

The restaurant will be open 7 days a week with hours as follows:

Monday	11:00 am – 9:00 pm
Tuesday	11:00 am – 9:00 pm
Wednesday	11:00 am – 9:00 pm
Thursday	11:00 am – 9:00 pm
Friday	11:00 am – 10:00 pm
Saturday	11:00 am – 10:00 pm
Sunday	11:00 am – 9:00 pm

1.3 What Drives Us

Our goal is to be voted the best and most well-known and respected restaurant in the Madison area in terms of authentic Indian and Asian food and to provide the highest level of customer service and satisfaction. Our team has a passion for Indian culture and desires to share it with others with each member contributing in his or her best way. Our Head Chef’s life is focused entirely around preparing and serving the dishes he has concocted and perfected and the owners are thrilled to give him the opportunity to distribute.

Being mindful of our customers and our staff: Coinciding with our family values, we will treat both our customers and staff in a manner in which we ourselves want to be treated, or better.

Gratitude: We will show “An attitude of gratitude” to our customers, employees and vendors, because without their input, service, and labor and time, our business would not survive.

Our Service: We will provide the warm and friendly service expected from an international ethnic restaurant by creating an informal, comfortable environment with which to satisfy customers into wanting to return.

1.4 Keys to Success

Repeat Business: Every customer who comes in once should want to return and recommend us. Word-of-mouth marketing will be powerful ally.

Topnotch Chef and Staff: Dilli Shankar is an exceptional food creator and enthusiast. We are hiring experienced candidates and we will be providing them with continuous training and feedback. We are also incorporating a career development program and opportunities for advancement to ensure we are assisting each and every team member is on track of his or her goals.

2. COMPANY DESCRIPTION

2.1 Mission Statement

At Om Indian Fusion Cuisine, our mission is to provide a unique and relaxing dining experience. To be seen as a global restaurant that connects lives from around the world.

We will achieve this goal by completing the following:

1. Providing menu items incorporating quality ingredients at reasonable prices.
2. Being mindful of the wellbeing of our customers, employees and vendors by treating each and every one with dignity and respect.

2.2 Ownership and Principal Team Members

Nancy Viswanathan – Owner/ Manager

Nancy brings over 10 years of hospitality and restaurant industry experience. She began her career in the industry as a shift manager in one of the major U.S. restaurant chains at the age of 18. Since that time, she has built a solid career through her experiences as listed below:

Skills & Knowledge

- Significant expertise in business operations management, hospitality management, food & beverage services, human resources, training and development, finance, recruitment and retention, sales and marketing, travel and tourism and enforcement of federal and state regulations
- Mastery of MS Office, Word, Excel, PowerPoint, Access, Outlook, Publisher
- Highly experienced in both group and individual projects, high level of accuracy and attention to detail
- Advanced critical thinking, decision-making, and problem-solving skills
- Meritorious organizational skills, customer service and employee orientation focus
- Highly adaptable, significant ability to work under pressure
- Cooperative, versatile, flexible, organized, friendly and approachable, self-motivated professional

Education, Certification & Awards

Nancy holds a Bachelor’s degree in Business Management with an emphasis in Hospitality Management and a Masters of Business Administration (MBA) in Human Resources Management.

- Certified Professional Safe Food Handler
- Wisconsin Alcohol Seller-Server
- Dining Etiquette Seminar
- Casino Operations and Management
- Food and Beverage Management
- Hotel Operations
- Remington Hotels – Front Office Elite
- Remington Hotels – Front Office Priority
- Award for Outstanding Student Member Recognition

In addition to her civilian work, she has also served honorably in the U.S. Army for 10 years and received a number of awards and medals for her leadership as a Human Resources Non-Commissioned Officer.

Nancy will manage the restaurant full-time with principal duties that include managing and overseeing the entire dining and customer service experience. She will be the face of the restaurant and will be in charge of:

- | | | |
|------------------------|-------------------------------|-------------------------|
| • Customer Service | • Communication of Job | • Planning & Monitoring |
| • Customer Feedback | Expectations | • Appraising Employees |
| • Recruitment & | • Reviewing Job Contributions | • Assigning Tasks |
| Training | • Enforcing Policies and | • Scheduling |
| • Selection Process | Procedures | |
| • New Hire Orientation | | |

Sumanth Viswanathan – Owner/ Operations Manager

Sumanth is from Tamil Nadu, India and brings over 3 years of restaurant industry experience to the business. He has assisted in the process of creating a start-up restaurant as well as worked in an Indian restaurant in the U.S. He has also set up several restaurants in Dubai. He holds a degree in Master of Science in Information Technology and a Masters of Business Administration in Project Management.

Sumanth currently has a full-time position at American Family Insurance in Madison, WI, as a Project Manager with an annual salary of \$95,000. He will continue to work while assisting with the restaurant on evenings and weekends.

Sumanth’s principal duties include:

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- Accounting & Payroll
- Daily and Weekly Inventory Tracking
- Daily Cash Control
- Advertising & Marketing
- Supply & Order
- Legal
- Travel Services
- Community and Social Services

Dilli Shankar – Head Chef/ Kitchen Manager

Shankar is a creative chef from Chennai, India with 13 years of cooking experience working in multi-ethnic restaurants with Indian, Italian, Continental, and Asian cuisine. He is a Certified Apprentice Culinarian by the Indus Institute of Advanced Culinary Arts in India with certificates in Food Production, Front-Office Operations and Communication Skills. He also holds a diploma in Hospitality Management by the American Hotel & Lodging Association with certificates in Human Resources Management, Facilities Management and Financial Accounting and has continued his education by completing courses at the Canan School of Catering Tech in Food & Beverage Service. He will be the person in charge of creating lunch and dinner menus, recipes and managing the kitchen staff.

Shankar's duties also include:

- Scheduling and assigning tasks to kitchen staff
- Menu planning
- Estimation of food costs and profits
- Cost control through portion review and quantities of preparation
- Waste minimization
- Ensuring high quality of preparation
- Determining how food should be presented and creating decorative food displays
- Inspection of supplies, equipment and work areas to ensure compliance of established standards
- Monitoring sanitation practices to ensure all employees follow standards and regulations

Linda Weidmann – Hostess & Shift Manager

Linda (Nancy's Aunt) brings over 30 years of restaurant industry experience working as a Hostess, Waitress and a Manager in an American fine dining restaurant in Columbus, WI. She will be the hostess and shift manager in our restaurant with duties to include:

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- Greeting guests upon arrival
- Welcoming guests into the establishment and arranging seating
- Providing personal representation of the service and overall hospitality of the staff
- Offering drinks to guests who have to wait to be seated
- Monitoring open dining sections of the restaurant for empty and clean tables
- Estimating wait times for guests by tracking the waiting list
- Answering calls and taking orders
- Booking reservations
- Relocation of tables to accommodate large parties
- Handling customer feedback

Note: *In addition to the management staff already in place, we have working partners who also contribute a tremendous amount of experience from the industry.*

2.3 Legal Structure

OIFC is a Limited Liability Company, owned and operated by Sumanth and Nancy Viswanathan and will be registered in the state of Wisconsin. Profits produced from business operations will be distributed into the owner's business bank account and to the investors, staff members, taxes and also invested back into the business.

2.4 Start-Up Summary

The estimated cost to open the restaurant is \$250,000. The majority of expenses include the kitchen equipment, furniture, and fixtures, which totaling \$130,000. The location requires some build-out and renovation at a cost of \$40,000 and requires at least 45 days to complete. The owners are contracting the work to local restaurant builders. \$30,000 is also required for the opening inventory. \$50,000 of the start-up costs will be funded by the owners through a combination of liquid assets from savings.

2.5 Location

The 4,900 square-foot restaurant is located at 3579 East Washington Avenue, a retail center within the east side of Madison, WI. The exact location resides on the corner of a major traffic area at the intersection of East Washington Avenue (Hwy 151) and Stoughton Road (Hwy 51).

2.6 Daily Operations and Production

OIFC will be open 7 days a week for lunch and dinner and requires multiple work shifts for proper coverage. Dilli and Linda conduct all scheduling procedures and will be written in a manner that allows employees the ability to adjust hourly labor according to sales volume. This maintains consistent labor and cost control.

Proper labeling and rotation techniques, accompanied by ample storage facilities, ensure that high-quality prepared products will be sufficiently available to meet demands during peak business hours. Replenishment and ongoing preparation will continue during these peak business hours.

Dilli is responsible for ordering, receiving and maintaining sufficient inventory to meet production in the kitchen. Ordering schedules will be staggered with perishable products being ordered multiple times per week to preserve freshness. Standard grocery and supply orders will be ordered less often and according to a predetermined schedule and storage capacity.

Nancy is in charge of ordering and maintaining inventory for the bar and service areas. She will rely on a checklist to verify each item in stock and sale.

The restaurant layout, including the dining room, kitchen and serving line, has been designed for efficiency and flexibility to accommodate fluctuation in customer traffic and peak meal periods. Upon arrival, guests are greeted immediately either by the hostess, manager or server and asked for seating preferences. Drink orders are taken and guests can snack on our complimentary Papadm (crispy crackers). Once the customer's order is taken, it is automatically printed to the requisition printer located in the kitchen range area. The chef then uses the printed ticket to track orders and place the meal under a heating lamp until the order is complete. The kitchen preparation line is designed to be operated by a minimum of 1 line cook and a maximum of 3. This allows line staffing to be adjusted according to the business volume. Shift changes will involve cleanup, restocking and preparation.

2.7 Management Controls

Sound management procedures will be practiced in order to control cost, insure quality of the product and to provide friendly customer service. The following systems will be used by management:

Order Guide: The restaurant uses an item-specific order guide to track order history and maintain designated levels of products in inventory.

Weekly Inventory: Management will conduct weekly inventory to determine valuation in weekly profit and loss reports. Monthly groceries will be purchased from selected suppliers in Chicago due to the city's large market of Indian items.

Daily Inventory Tracking: Daily inventory will be conducted on specific items. Movements will be compared to sales data to ensure designated products have been properly accounted for.

2.8 Administrative Systems

High-quality restaurant Point-of-Sale (POS) systems will be used for daily administrative reports.

Daily Cash Control: Sales and receipts recorded by the POS system will be compared to actual cash and credit card deposits daily. Acceptable overage/shortage amounts will be limited to \$10 per day. Discrepancies greater than \$10 will prompt management to conduct an immediate audit to account for the difference. Monthly totals will be compared to the actual P&L statements for accuracy. Cash, debit card and credit card receipts will be deposited.

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Weekly Prime Cost Report: Sumanth will prepare a weekly report showing the gross profit margin after cost of goods sold and labor cost have been deducted from the sales revenue. The prime cost for this type of restaurant is expected to range from 60-65%. Proper control of the prime cost is the single most effective measure of management's ability to operate the restaurant.

Purchase Records and Payables: Sumanth will process and record invoices and credits daily. Reports detailing cash expenditures, payments by check and accounts payable transactions will be readily available.

Payroll Processing: Payroll checks will be issued bi-monthly. Sumanth will run reports from the time & attendance system, make necessary adjustments, and prepare for transfer to the payroll system.

2.9 Business Contacts

Accountant:

Company: EWH Small Business Accounting
Contact Person: Susan & Teresa
Location: 1773 Thierer Road, Madison WI 53704
Phone: 608-243-1120
Email:

Attorney:

Company: Dewitt, Ross and Stevens
Contact Person: Danielle Johnson
Location: 2 East Mifflin St, Suite 600, Madison WI 53703
Phone: 608-252-9287
Email: dmj@dewittross.com

Architect:

Company: Shulfer Architect LLC
Contact Person: Brad Koning, AIA/NCARB
Location: 1918 Parameter St. Ste #2 Middletown, WI 53562
Phone: 608-836-7570
Email: bkoning@shulferarchitects.com

Insurance Agent:

Company: American Family Insurance
Contact Person: Josh Erickson
Location: 5530 Eastpark Blvd, Madison WI 53718
Phone: 608-241-8444
Email: jericsk1@amfam.com

Kitchen Equipment Suppliers:

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Company: Kessenichs

Contact Person: Jack Miller and Al Augustine

Location: 131 S Fair Oaks Ave, Madison WI, 53704

Phone: 608-906-4186 / 608-445-1849

Email: jmiller@kessenichs.com / aaugustine@kessenichs.com

Constructions and Builders:

Company: Harmony Constructions Management, INC

Contact Person: Jason Jackson

Location: 906 Jonathan Drive, Madison WI 53713

Phone: 608-206-3435 / 608-224-3310

Email: jjackson@harmonycm.net

Interior Designer:

Company: Private

Contact Person: Patti Robrahn

Location: Portland, Oregon

Phone: 952-250-6150

Email: patti.robrahn@gmail.com

3. MARKET & INDUSTRY RESEARCH

3.1 Customers

Madison: The city has a population over 245,000 and is considered one of the 100 biggest cities in U.S. Median income for a family currently sits at \$59,000 and on the east side of Madison at \$63,748. The average household size is 2.3 people, 10.3% of the city's populations are foreign-born residents and the median age is 30.9 years.

Economy: Wisconsin state government and the University of Wisconsin–Madison remain the two largest Madison employers; however, many businesses are attracted to Madison's skill base, taking advantage of the area's high level of education. Forbes magazine reported in 2004 that Madison was number 31 in the top 200 metro areas for "Best Places for Business and Careers." Madison is also home to companies such as American Family Insurance, Spectrum Brands, Alliant Energy, Credit Union National Association, MGE Energy, Google, Microsoft, Raven Software and TDS Telecom.

OIFC will appeal to a broad base of consumers in both the residential and business community. Our target customers will mostly be in and around the east side of Madison. The primary focus is on customers who are interested in different cultural foods. We are tapping into the curiosities of Madison foodies to make them feel at home in a restaurant with many new experiences. Our expected customer base varies as it includes Indians, other Asian ethnicities, and any locals who love to sample international food. There is no limit to our customer age range. Our goal is to continue to serve repeat

customers who are willing to travel to eat at our location due to the quality of the products and services.

3.2 Industry

OIFC is a contributor of the hospitality industry, more specifically, in food and beverage. Restaurant business on the east side of Madison is considered to be a niche market. Many restaurants in the area are franchises so our new location will bring about change.

Nearly 40% of U.S. consumers dine out in full-service restaurants 1 to 3 times a month, with a further quarter dining out at least once a week. Around 95% of surveyed adults in the U.S. stated that good service and quality food were their top considerations when choosing a full-service restaurant to dine at. Whether or not a restaurant offers healthy menu items was also an important deciding factor for more than 70% of consumers. To meet this growing consumer demand for a healthy lifestyle, many full-service restaurants have increased their healthy food options. (Statista).

U.S. restaurant industry sales hit a record high of \$709.2 billion in 2015. It remains the nation's second largest private-sector employer with a workforce of 14 million. On a typical day in 2016, more than 150 million people are estimated to be food service patrons. (National Restaurant Association). The entire U.S. restaurant industry includes roughly 1 million restaurants and combines annual revenue of 709.2 billion. Major companies include McDonald's, YUM brands and Darden Restaurants. The 50 largest companies hold just 20% of the market.

This industry comprises of establishments that are primarily engaged in providing food and services to patrons who order and are served while seated and then pay after they are done. These establishments may provide food services to patrons in combination with selling alcoholic beverages, providing carry out services, or present live non-theatrical entertainment.

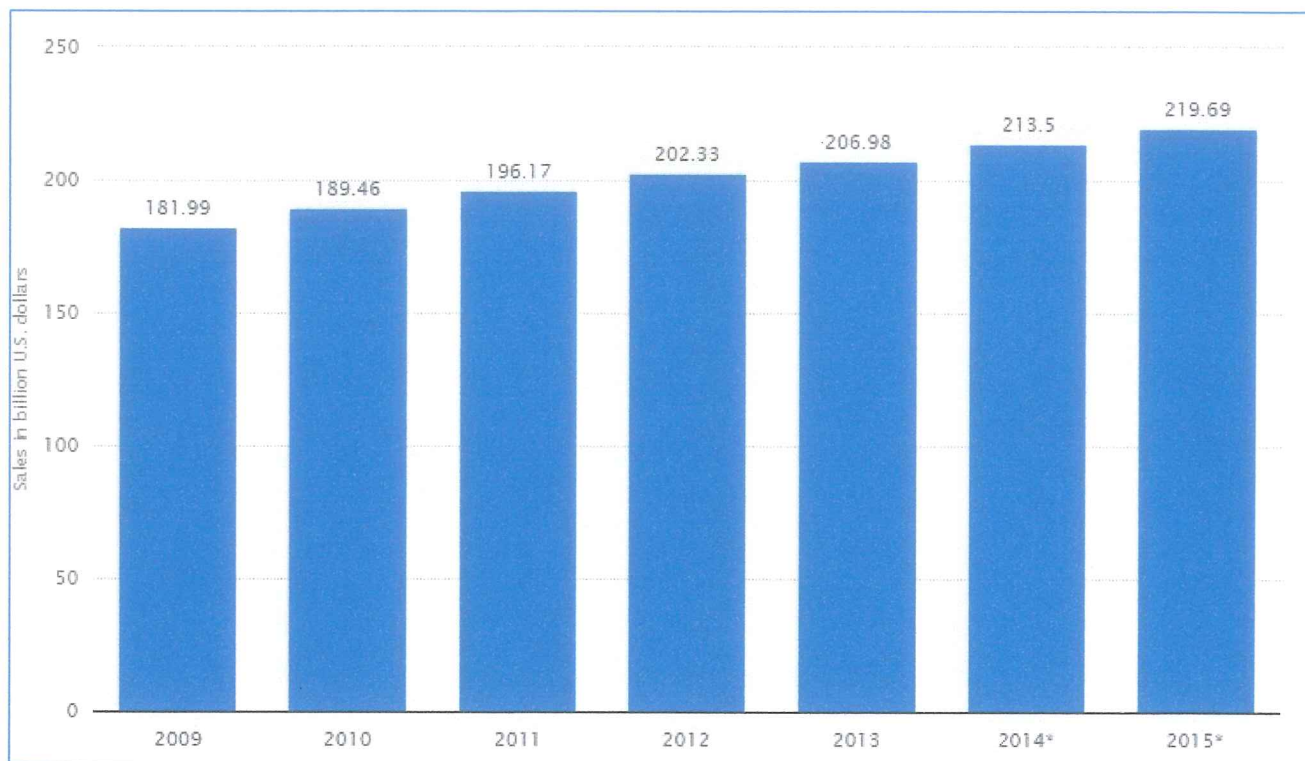
Demographics, consumer tastes, and personal income drive demand. The profitability of individual companies can vary, while QSR (Quick Services Restaurants) rely on efficient operations and high volume sales. FSRs (Full-Service Restaurants) rely on high-margin items and effective marketing. Large companies have the advantages of purchasing, financing and marketing. Small companies can offer superior food and service. Full-service casual restaurants compete with fast food and other limited-service restaurants, fine dining establishments, specialty eateries, such as coffee or tea shops, and grocery stores. The industry is labor-intensive. (First Research).

In FSRs, wait staff take orders, serve beverages and meals, present the check and process the payment. FSRs include casual dining with a full bar and family dining with a limited bar in fine dining establishments. Annual sales average \$860,000 for FRSs. (First Research).

An FSR's square footage and number of seats and tables dictate how many patrons it can serve (also known as covers) and directly affect sales. Because the restaurant industry is highly competitive, site selection is critical. OIFC will continuously consider population density, household income and

competition, visibility, accessibility and traffic flow.

The statistic below shows the food and beverage sales of full-service restaurants in the U.S. from 2009 to 2015. Sales of full-service or table service restaurants were forecasted to reach 219.69 billion in 2015. (Statista).



Wages from a significant proportion of operating costs and the existence of a statutory minimum wage in most states increases the need for players to keep other costs as lean as possible, which in turn increases the importance of suppliers. A slight complication is that in some states, food service employers are able to treat tips received by their staff contributing to their wages. In such states, this policy reduces the impact of the minimum wage from the employers' perspective (Data Monitor).

For wait staff in U.S. restaurants, tips are a major source of supplemental income. During a survey conducted by Technomic in 2014, 57% of respondents said they tip at least 16% in full-service restaurants. In comparison, more than 80% of consumers said they would not leave a tip when visiting a fast food restaurant.

3.3 Competitive Comparison

Restaurants compete with companies that serve meals or prepared foods, including grocery stores, warehouse clubs, delis, and convenience stores. They also compete with home cooking. Among FSRs, most establishments focus on Italian cuisine, steak or seafood. Hamburger joints make up the majority of QSR locations along with pizza parlors and sub sandwich shops. Industry revenue is split roughly

between FSRs and QSRs.

Our main competitors are within the restaurant industry with locations on the east side of Madison. Specifically, any restaurant that is in close proximity to the American Family Insurance corporate offices could be considered a competitor as we are targeting the company's employees as customers for our lunch rush. American Family Insurance has over 4,000 employees with 1,000 from Indian ethnicity and over 500 from other foreign origin who enjoy experiencing ethnic cuisine. Our location is approximately only 3 miles from the headquarters, creating easy access during lunch and dinner after work.

Direct Competition:

Restaurants with Indian ethnicities within 5-mile radius are considered our direct competition:

- Maharana Indian Restaurant – A full-service family restaurant established in 2012 with 7 employees and generates roughly \$700,000 in revenue annually. Their main focus is on North Indian dishes and the food quality and authenticity is average or below average, according to a survey conducted by the owners.
- Fast Biryani – Fast food-style restaurant established in 2014 with 5 employees. Food quality and authenticity is average or below average, according to a survey conducted by the owners.

Indirect Competition:

- Olive Garden
- Texas Road House
- Outback
- Applebee's
- Hy-Vee
- Pedro's
- Do Little

We strive to offer better tasting and more authentic cuisine with services that not found elsewhere. These restaurants have been evaluated by our business owners and associates and determined that they offer neither authentic nor high-quality dishes. Customers of Indian origin and long-time lovers of Indian dishes will especially notice the positive differences in what we offer, and which we expect to create significant of word-of-mouth advertising. We anticipate regular customers of these other restaurants will switch their lunch choice to us in a minimal timeframe.

3.4 Market Tests

For the past 4 years, Sumanth has lived in Madison and found the demand for good authentic restaurant. Dilli's cuisine is very popular at India Spice House in Minneapolis and within his social circles and he has been asked often to open a restaurant in the east Madison area.

3.5 Target Market Segment

The owners selected the subject area for the restaurant primarily because of its location to the very busy intersection and close proximity to various retail businesses and offices.

East Washington Road, which runs north and south, is connected to the busy Interstate Hwy 94 corridor, ½ mile north of the shopping center (East Towne). Hwy 51 runs east and west by the major college nearby (Madison Technical College).

3.5.1 Market Needs

East Madison is in a great need for authentic Indian cuisine. This area is referred to as fast food or chain restaurant alley. The selection of fast food and chain restaurants is vast; however, the area is limited on ethnic restaurants.

3.5.2 Market Trends

According to the National Restaurant Association, the current top trends are:

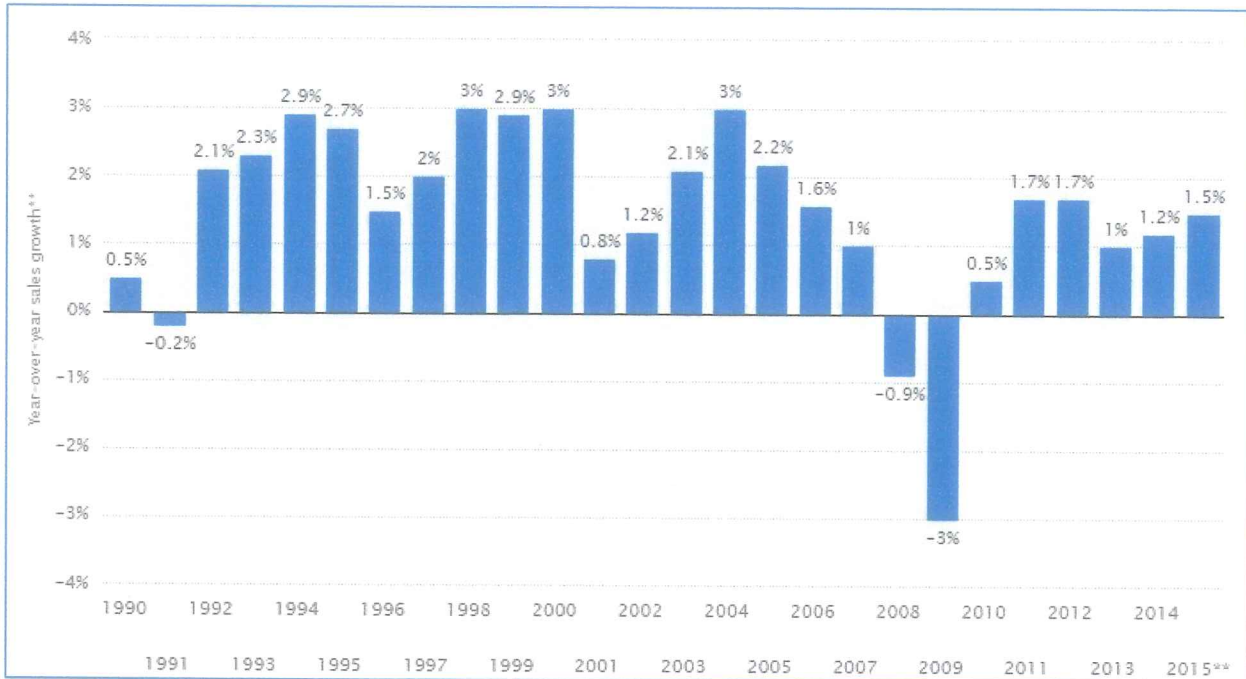
1. Locally sources meats and seafood
2. Locally grown produce
3. Sustainability as a culinary theme
4. Gluten-free allergy conscious items

3.5.3 Market Growth

The U.S. restaurant industry grew 4.3% in the last year and 1.5% last quarter. In the 3rd quarter of 2015, total net income improved by 19.52% and advanced 11.57% from the previous quarter. (Restaurant Industry Growth).

The statistic below shows the annual change in restaurant industry sales in the U.S. from 1990 to 2015. Sales increased by 1.2% in 2014 over the previous year and were forecasted to increase by 1.5% in 2015. (Statista).

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On average, Americans go out for lunch twice a week and spend \$10. (Forbes). Sales at restaurants and bars overtook spending at grocery stores for the first time ever, according to a commerce department data release in March of 2015. The average American household spends almost half of its food budget on going out to eat with roughly \$6,000 spent on food a year and about \$2,700 of it on eating out. Alcoholic beverages alone contribute almost \$500 to that budget.

4. BUSINESS STRATEGY

4.1 Marketing & Advertising

The success of OIFC will be achieved by presenting more than great food and friendly service, so Sumanth is building a marketing plan to generate customer traffic. At OIFC, we will continually strive to win more customers by being proactive in our marketing efforts and staying current with popular industry trends. We will achieve these goals by using the following:

- **Grand Opening** – This event will be advertised well in advance in the local newspaper, through our website, Facebook account and other forms of social media. We are also working with the WRA on marketing and advertising programs. The day will feature a half-priced lunch buffet, gift certificates, and free gifts, such as personalized T-shirts with our logo. These shirts are currently being produced in India to reduce costs.
- **Database** – Customer databases are being maintained and updated continuously by collecting customer email addresses. We are also keeping a guest book for customers to enter feedback and information as well as a jar for business cards for customers to win gift certificates.

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- **Loyalty and Birthday Programs** – we are offering one free buffet for every 9 buffets purchased. We are also providing complimentary dessert and a \$15 gift certificate for guests that arrive with a birthday guest. (A recent report from National Restaurant Association explained how this simple technique increases revenues as much as 15% due to repeat business).
- **Discounts of 10%** off are offered for employees of American Family Insurance, military personnel and veterans, students and seniors.
- Our restaurant team will remain active in the **local community** by participating, sponsoring, and donating to local charity, sports events, natural disaster relief, etc.
- We strive to develop **rapport with local businesses** as a quick, comfortable lunch choice. In the future, we plan to establish a marketing campaign to call on the local business in the market area and encourage them to consider our restaurant as the restaurant of choice for their next business luncheon.
- Advertise and network through participation in **events and trade expos**, such as Taste of Madison, Midwest Foodservice Expo, competitions, sponsorships and more.

We are utilizing a significant amount of advertising in the form of word-of-mouth. Many friends, colleagues and associates have expressed a strong desire for the concept we are proposing. This has already been put into place and will continue after the restaurant has opened. Advertising will also come from tools distribution, such as flyers and coupons sent to all the major corporations in the area. We will also be attending many businesses functions and in order to remain well-known and respected in the industry.

We believe the restaurant industry is a great place to begin a career and to pursue. According to the National Restaurant Association, nearly half of all adults have worked in the restaurant industry at some point during their lives and more than 1 of 4 adults have had their first job experience in a restaurant.

OIFC will provide job opportunities both for entry level and part-time workers who are searching for flexibility in work hours. We are paying our employees a competitive salary and believe we can do so by meticulously keeping our records, including daily review of the prime cost report and utilizing cost accounting systems. We will remain proactive in scheduling regular performance reviews and provide bonuses and other incentives to motivate our staff. Training programs will also be provided regarding safe food handling and worker protection.

Guests will enjoy the ambience of the interior with wood tables and chairs and an intriguing view of the Live Dosa counter, which will be explained to any guest who is not familiar with the process. We are providing this relaxed atmosphere and when customers walk in, they are greeted by warm smiles. Our staff will ensure they fully understand what customers are looking for while suggesting food items. Customers who unfamiliar with Indian cuisine will be provided with a detailed explanation of how the

food items are created along with their origins and flavors.

Customers will enjoy a standard menu fare, along with seasonal menus. In providing this, we are taking advantage of cost savings and staying current with food industry trends.

In industry marketing trends, we are establishing a website with our menu, map and driving direction, and other details of the establishment. We also have a Facebook page along with other social media and business sites, including Groupon, Living Social, Amazon Local, Trip Advisor and Yelp.

Our customer loyalty cards give 1 buffet free out of every 10 buffets. For birthdays, we offer a \$15 gift certificate and discounts for guests arriving with them. We also offer the following:

- Deals and promotions for local businesses
- Discounts to AMFAM employees, seniors, military, and students
- Specials for large catering orders
- Remain active in the community
- Host and cater birthday parties and other special events

4.2 Competitive Advantage

OIFC will be positioned as the premier authentic Indian restaurant of Madison by preparing quality meals with simple wholesome ingredients. We are providing current trends of healthier food and offer menu selections that will appeal to this group. We are coordinating with local farmers and health markets, such as Willy Street Coop, to ensure we are remaining within the standards of the natural health community.

Our first and foremost advantage is focusing on authentic and south Indian food, which the east side of Madison is currently lacking. Other Indian restaurants are also in need of good customer service. This could be from a lack of receiving formal training. Nancy has over 15 years of experience in customer service with extensive training and experience in hospitality mentorship. We are utilizing her skills to ensure the team is well versed in providing exceptional service that surpasses competitors. We are also calling out specific dietary menu items to be clearly labeled, such as gluten-free, Halal, dairy-free, vegetarian, etc. We are not aware of any other Indian restaurant that already does this.

4.3 Strengths

- Female and veteran ownership
- Prime location with easy access from Interstates 51 and 151
- Close proximity to major businesses, corporations and colleges
- Skilled and knowledgeable staff with combined 25+ years of experience
- Live Dosa counter with the famous Dilli Dosas as a trademark
- Hand-selection of market specials compared to our larger corporate counterparts

4.4 Weakness

- Tight margins that allow little room for error
- Niche market can limit customers who are unfamiliar with the cuisine offered
- Location situated within a franchise and fast food community

4.5 Opportunities

- Niche market within a franchise community can bring positive change and curiosity
- Gaining customer loyalty through expansion of promotions
- Arrival of new trends and economic changes
- Expansion of products and services

4.6 Threats

- A change in government mandates (restaurant operation, food safety, worker protection, health, sanitation safety, fire, etc.)
- Raising operation costs
- New players in the industry
- First-time restaurant ownership

Strategy & Tactics: Creating awareness. OIFC is posting signage on the front and west side of the building 2 months prior to opening. The website will also be up and running with the information on when the Grand Opening will be.

Programs: Providing employee training on customer service and retention and offering ongoing training programs for employees by keeping them current on industry trends and food safety. Keep track of employee progress through performance reviews and offer employees incentives by attracting and retaining customers and employing mystery shoppers.

4.6 Milestones

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Milestones	
Milestone	Date
Sign Lease with Skillrud LLC	16-Dec-15
Complete design /CAD work	25-Dec-15
Begin work on kitchen	4-Jan-16
Complete Kitchen	31-Jan-16
Begin work on dining area	1-Feb-16
Secure POS system	10-Feb-16
Hire staff	15-Feb-16
Grand Opening	26-Feb-16

4.7 Menu and Pricing

4.7.1 Menu Items

**Copy of detailed sample menu attached*

4.7.2 Pricing Strategy

Cost accounting is extremely important at OIFC since the profitability of individual dishes can vary significantly and will initially determine the cost of the menu items. We are close to Chicago and are taking advantage of the inexpensive rates on produce and supplies. We are currently coordinating with suppliers on deals and bulk orders. The Prime Cost Report will be closely monitored as it focuses on the controllable expenses of cost of goods sold and labor. As a new start-up, we are controlling employee costs by hiring family members and part-timers that are contributing to the reduction in wages.

Lunch Buffet:

Weekdays - \$10.99

Weekends - \$11.99

Dinner:

Appetizers - \$2.99 to \$10.99

Vegetarian Items - \$9.99 and above

Non-Vegetarian Items - \$10.99 and above

Drinks – \$1.99 and above

5. FINANCIAL PLAN

5.1 Important Assumptions

- Meal pricing ranges from \$8.00 to \$20.00
- Average lunch price at \$10.00
- Average dinner price at \$14.00

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- Dining room seating capacity at 95 people
- 4,900 square-foot dimensions
- Restaurant will employ 10 staff members
- Revenue Target is \$860,000 to \$1,200,000. Industry average of casual full-service restaurants is \$800,000
- Annual 4% increase of inflation and 6% annual increase in revenues

5.2 Start-Up Costs

Total start-up costs are estimated at \$250,000, of which \$50,000 is being contributed by the owners. The remainder is being secured through a processed bank loan and through investors.

Start-Up Cost	
Start-Up Expenses	Amount
Permit + Lease Deposit	\$8,000
Graphic Logo and Name Creation	\$2,000
Website	\$700
Dining area upgrade + Bar Setup	\$50,000
Restroom upgrade	\$15,000
Building Improvements	\$17,000
Pre-Opening expenses	\$20,000
Working Capital	\$50,000
Total Start-Up Cost	\$162,700
Start-Up Assets	Amount
Art work	\$2,000
Tandoor oven to make breads	\$8,000
Flat grill	\$4,000
Walk In Cooler upgrade	\$10,000
Reach in Stainless Freezers (2)	\$8,000
20 Quart Food processor/Blender	\$1,200
3 Door reach in Beverage Cooler	\$3,500
Prep reach ins	\$4,000
Kitchen Small Wares	\$4,000
Six Burner range stove	\$4,800
Chrome Shelving Systems (6)	\$1,500
Rach in Coolers (2)	\$4,500
4 wood round table	\$7,000
10 Rack Lighting	\$6,000
Table cloth & Napkins	\$1,000
Staff Uninforms	\$2,000
Fireproof Safe	\$500
Cash register + POS system	\$4,000
Television and sound systems	\$2,000
Security Systems	\$1,000
Misc.	\$6,300
Office PC + Printer	\$2,000
Total Start-UP Asset	\$87,300
Total Required Start-Up Cost	\$250,000

5.3 Sources and Use of Funds

The majority of the start-up costs are associated with the restaurant’s kitchen equipment, inventory, and furniture and furnishing for the dining room. This includes building and renovation with updated plumbing, electrical work, decor and additional spacing in the dining area. This will be achieved through the removal of non-supporting walls within the interior.

Sumanth, Nancy and Dilli are contributing \$50,000 and are requesting an additional \$200,000 in the form of a Small Business Association loan that is backed by the VA due to Nancy’s veteran status.

5.4 Post Loan Liquidity

\$2,987 is our monthly personal expenses for our family which will be covered by Sumanth’s full-time job as project manager

Source and Use of Funds	
Source of Funds	Amount
Owner & Other investments	\$50,000
Bank Loan	\$200,000
Others	\$0
Total Source of Funds	\$250,000
Use of Funds	
Lease	\$6,000
Kitchen Equipment	\$50,000
Service Area Improvements	\$80,000
Location & Admin Expenses	\$15,000
Opening Inventory	\$40,000
Advertising & Promotional Expenses	\$5,000
Others	\$4,000
Working Capital	\$50,000
Subtotal	\$250,000

6. FINANCIAL PROJECTIONS

6.1 Weekly Sales Projection

Weekly sales project is in consideration of restaurant being open 7 days a week for lunch and dinner

6.2 Projected Profit and Loss statement for 3 Years

The Profit and loss statement demonstrates modest increase in revenues over the three year period.

Profit & Loss Statement for 3 Years			
Category	1st Year	2nd Year	3rd Year
Sale	\$ 760,000	\$ 870,000	\$ 1,100,000
Cost of Goods Sold	\$ 336,000	\$ 384,000	\$ 456,000
Gross Profit	\$ 424,000	\$ 486,000	\$ 644,000
Operating Expenses	1st Year	2nd Year	3rd Year
Cash purchases	\$ 14,400	\$ 14,400	\$ 14,400
Payments to creditors	\$ -	\$ -	\$ -
Salaries and wages	\$ 132,500	\$ 132,500	\$ 132,500
Employee benefits	\$ 12,000	\$ 12,000	\$ 12,000
Payroll taxes	\$ 10,136	\$ 10,136	\$ 10,136
Rent	\$ 78,000	\$ 78,000	\$ 78,000
Utilities	\$ 12,000	\$ 12,000	\$ 12,000
Repairs and maintenance	\$ 6,000	\$ 6,000	\$ 6,000
Insurance	\$ 3,000	\$ 3,600	\$ 3,600
Travel	\$ 12,000	\$ 12,000	\$ 12,000
Telephone	\$ 3,000	\$ 3,000	\$ 3,000
Postage	\$ 600	\$ 600	\$ 600
Office supplies	\$ 3,000	\$ 3,000	\$ 3,000
Advertising	\$ 6,000	\$ 6,000	\$ 6,000
Marketing/promotion	\$ 3,000	\$ 3,000	\$ 3,000
Professional fees	\$ 3,600	\$ 3,600	\$ 3,600
Training and development	\$ 4,200	\$ 4,200	\$ 4,200
Bank charges	\$ 3,000	\$ 3,000	\$ 3,000
Miscellaneous	\$ 1,000	\$ 1,000	\$ 1,000
Owner's drawings	\$ 1,000	\$ 1,000	\$ 1,000
Loan repayments	\$ 36,000	\$ 36,000	\$ 36,000
Tax payments	\$ 1,200	\$ 1,800	\$ 1,800
Capital purchases	\$ 10,000	\$ 10,000	\$ 10,000
Other	\$ 3,000	\$ 3,000	\$ 3,000
Total Expenses	\$ 358,636	\$ 359,836	\$ 359,836
Net Profit	\$ 65,364	\$ 126,164	\$ 284,164

6.3 Projected Cash flow statement for 12 months

The statement of cash flow shows the incoming and outgoing cash of the business for first year.

(Statement attached)

6.4 Projected Cash flow statement for 3 years

The statement of cash flow shows the incoming and outgoing cash of the business for first year.

Cash Flow Statement for 3 Years					
Category	Starting Date	1st Year	2nd Year	3rd Year	Total Item Est
Cash On Hand	\$ 50,000	\$ 50,000	\$ 177,600	\$ 384,200	\$ 661,800
Cash Sales	\$ -	\$ 125,000	\$ 145,000	\$ 150,000	\$ 420,000
Other CR Account	\$ -	\$ 635,000	\$ 725,000	\$ 950,000	\$ 2,310,000
Loan and other borrowing	\$ 200,000	\$ -	\$ -	\$ -	\$ 200,000
Total Cash Available	\$ 250,000	\$ 810,000	\$ 1,047,600	\$ 1,484,200	\$ 3,591,800
Cash purchases	\$ 50,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 70,000
Payments to creditors	\$ -	\$ 264,000	\$ 300,000	\$ 336,000	\$ 900,000
Salaries and wages	\$ 10,000	\$ 132,500	\$ 132,500	\$ 132,500	\$ 407,500
Employee benefits	\$ -	\$ 12,000	\$ 12,000	\$ 12,000	\$ 36,000
Payroll taxes	\$ -	\$ 9,000	\$ 9,000	\$ 9,000	\$ 27,000
Rent	\$ 13,000	\$ 78,000	\$ 78,000	\$ 78,000	\$ 247,000
Utilities	\$ 2,000	\$ 24,000	\$ 24,000	\$ 24,000	\$ 74,000
Repairs and maintenance	\$ 40,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 58,000
Insurance	\$ 1,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 10,000
Travel	\$ 500	\$ 12,000	\$ 12,000	\$ 12,000	\$ 36,500
Telephone	\$ 500	\$ 3,000	\$ 3,000	\$ 3,000	\$ 9,500
Postage	\$ 100	\$ 600	\$ 600	\$ 600	\$ 1,900
Office supplies	\$ 500	\$ 3,000	\$ 3,000	\$ 3,000	\$ 9,500
Advertising	\$ 2,500	\$ 6,000	\$ 6,000	\$ 6,000	\$ 20,500
Marketing/promotion	\$ 3,300	\$ 1,000	\$ 1,000	\$ 2,000	\$ 7,300
Professional fees	\$ 1,000	\$ 3,600	\$ 3,600	\$ 3,600	\$ 11,800
Training and development	\$ 2,000	\$ 500	\$ 500	\$ 500	\$ 3,500
Bank charges	\$ 600	\$ 3,000	\$ 3,000	\$ 3,000	\$ 9,600
Miscellaneous	\$ 1,000	\$ 5,000	\$ 5,000	\$ 5,000	\$ 16,000
Owner's drawings	\$ -	\$ 3,000	\$ 3,000	\$ 3,000	\$ 9,000
Loan repayments	\$ 6,000	\$ 36,000	\$ 36,000	\$ 36,000	\$ 114,000
Tax payments	\$ 1,000	\$ 1,200	\$ 1,200	\$ 1,200	\$ 4,600
Capital purchases	\$ 60,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 90,000
Other	\$ 5,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 23,000
Total Cash paid out	\$ 200,000	\$ 632,400	\$ 663,400	\$ 700,400	\$ 2,196,200

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Cash Position	\$ 50,000	\$ 177,600	\$ 384,200	\$ 783,800	\$ 1,395,600
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6.5 Project Balance sheet for 3 Years

Balance Sheet for 3 years				
Assets	Opening Day	1st Year	2nd Year	3rd Year
Cash in Bank	\$ 50,000	\$ 58,775	\$ 86,360	\$ 177,895
Food Inventory		\$ 40,000	\$ 40,000	\$ 40,000
Kitchen equip, linens, etc.	\$ 67,500	\$ 77,500	\$ 87,500	\$ 97,500
Computer equip, POS, etc.	\$ 9,500	\$ 9,500	\$ 9,500	\$ 9,500
Leasehold Improvements	\$ 84,000	\$ 84,000	\$ 84,000	\$ 84,000
Artwork	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000
Organizational Costs	\$ 24,700	\$ 24,700	\$ 24,700	\$ 24,700
Security Deposit	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000
Contingency	\$ 6,300	\$ 6,300	\$ 6,300	\$ 6,300
	\$ 250,000	\$ 308,775	\$ 346,360	\$ 447,895
Liabilities				
Bank Loan	\$ 200,000	\$ 178,571	\$ 153,731	\$ 127,267
Owner Contribution	\$ 50,000	\$ 50,000	\$ 50,000	\$ 50,000
Owner Draw		\$ (20,000)	\$ (20,000)	\$ (50,000)
Net Income		\$ 100,204	\$ 162,628	\$ 320,628
Net Worth	\$ 250,000	\$ 308,775	\$ 346,360	\$ 447,895

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