

BUSINESS PLAN

BarleyPop Live

1. EXECUTIVE SUMMARY

1.1 Product

This concept is a hybrid business best described as a combination tap room and bottle shop and music venue, specializing in craft beer sales for both on-premise and off-premise consumption as well as hosting local, regional, and national music acts. On-premise products will be pints and flights served from a draught system. Off-premise sales will consist of traditional packaged bottles and cans sold via a reach-in cooler, but also be based around selling draft beer in growlers and crowlers.

1.2 Customers

Our target audience is a diverse group consisting of those already knowledgeable with craft beer that want to expand their horizons to those who might just be getting started and need more assistance than a traditional tavern or liquor store can provide.

Similar to specialty wine shops, by focusing only on craft beer we can provide a higher level of knowledge and expertise for customers on either end of the knowledge range. Our versatile serving options will fit a wide range of buyer personas including having a pint in a relaxed environment, picking up a six-pack or two, or wanting something more unique in a growler for a dinner party or gathering.

In addition, we hope to serve the music community running great local, regional, and national acts in the venue space.

1.3 Competitors

- Grocery and liquor stores
- Traditional taverns
- Mega tap houses

2. COMPANY DESCRIPTION

2.1 Mission Statement

To be the gold standard for beer lovers throughout Madison, offering a unique and superior selection of products and the knowledge to help customers find exactly what they are looking for in a wide and expanding beer landscape, while offering a comfortable atmosphere for our live music acts.

2.2 Principal Members

Jason Hajdik - owner, business manager

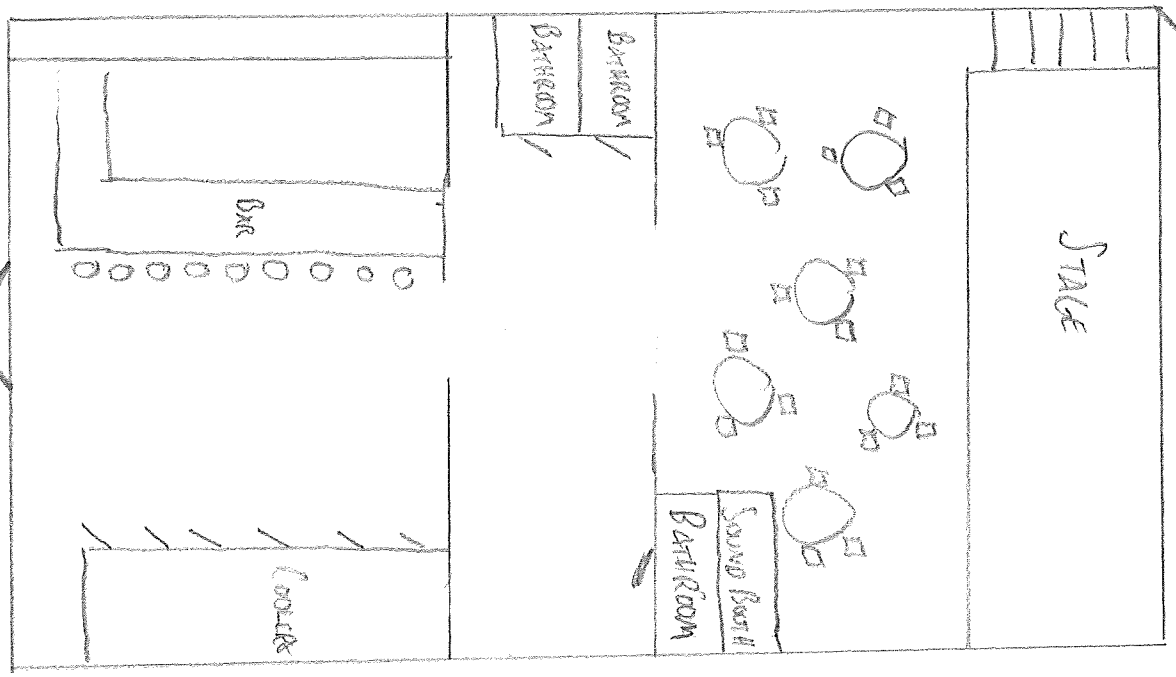
Brandon Dorman - owner, operations manager

2.3 Legal Structure

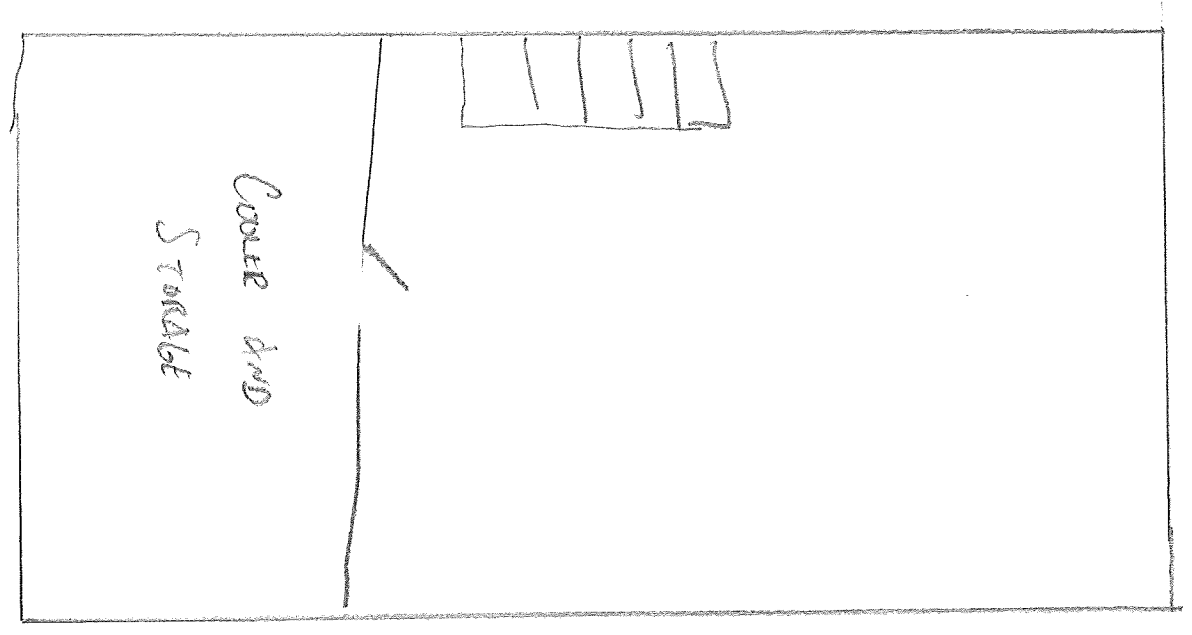
This company is a Wisconsin S Corporation.

FLOOR PLAN 121 W MAIN

ALICE
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GROUND FLOOR



BASEMENT (EMPLOYEES ONLY)



W MAIN ST