

BUSINESS PLAN

Touch of Ukraine

2438 Winnebago St. Madison, WI 53704

04/12/2023

Executive Summary

Touch of Ukraine's Ownership

This company will operate as a corporation.

Touch of Ukraine's Management

Kateryna Temchenko will be on site manager to run day to day operations..

Touch of Ukraine's Goals and Objectives

Provide Eastern European Restaurant Cuisine with employment opportunities for Ukrainian refugees..

Touch of Ukraine's Product

Primary service to provide food and beverages..

Touch of Ukraine's Target Market

Target market will be East side of Madison.

Touch of Ukraine's Pricing Strategy

Pricing will be similar to local east side Madison restaurants.

Touch of Ukraine's Competitors

Madison east side restaurants.

Business Plan - Touch of Ukraine

The Company

Business Sector

The owners intend to work in the food and accommodation services sector.

Company Goals and Objectives

Provide Eastern European Restaurant Cuisine with employment opportunities for Ukrainian refugees..

Company Ownership Structure

Touch of Ukraine will be run as a corporation.

Ownership Background

Inesa Zolotarenko (shareholder):

Practicing business lawyer for 20 years.

Kateryna Temchenko (shareholder):

Executive Assistant.

Tetiana Yermolova (shareholder):

Food Service manager for 30 plus years in Ukraine.

Company Management Structure

Kateryna Temchenko will be on site manager to run day to day operations..

Organizational Timeline

June 1st 2023.

Company Assets

No assets.

The Product

Touch of Ukraine's Product

Primary service to provide food and beverages..

Marketing Plan

Touch of Ukraine's Target Market

Target market will be East side of Madison.

Pricing

Pricing will be similar to local east side Madison restaurants.

Advertising Strategy

Marketing will be social media, website, print advertising.

Competitor Analysis

Touch of Ukraine's Competitors

Madison east side restaurants.

Operations

Staffing

The plan is to have 10 FT employees.

Suppliers

Most products will be purchased from local vendors.

APPETIZERS

- 1 CHEESE CURDS
- 2 FRENCH FRIES
- 3 SHISH KABOB
- 4 JALEPENO POPPERS
- 5 UKRAINE POTATO

SOUPS

- 6 BORSCH
- 7 BROCCOLI & CHEDDAR
- 8 POTATO

SANDWICHES

- 9 CHEESEBURGER
- 10 STEAK
- 11 CHICKEN - FRIED OR BREAST
- 12 REUBEN
- 13 HAM & SWISS
- 14 GRILLED CHEESE

MEALS

- 15 PANCAKES WITH MEAT OR CHEESE
- 16 PEL'MENI
- 17 VARENIKI POTATO OR CHEESE
- 18 CHICKEN KYIV

SALADS

- 19 UKRAINIAN GARDEN
- 20 CAESAR

PIZZA

- 21 MADE TO ORDER

SIDES

- 22 OLIVIER SALAD
- 23 CRAB SALAD
- 24 BUCKWHEAT

DESSERTS

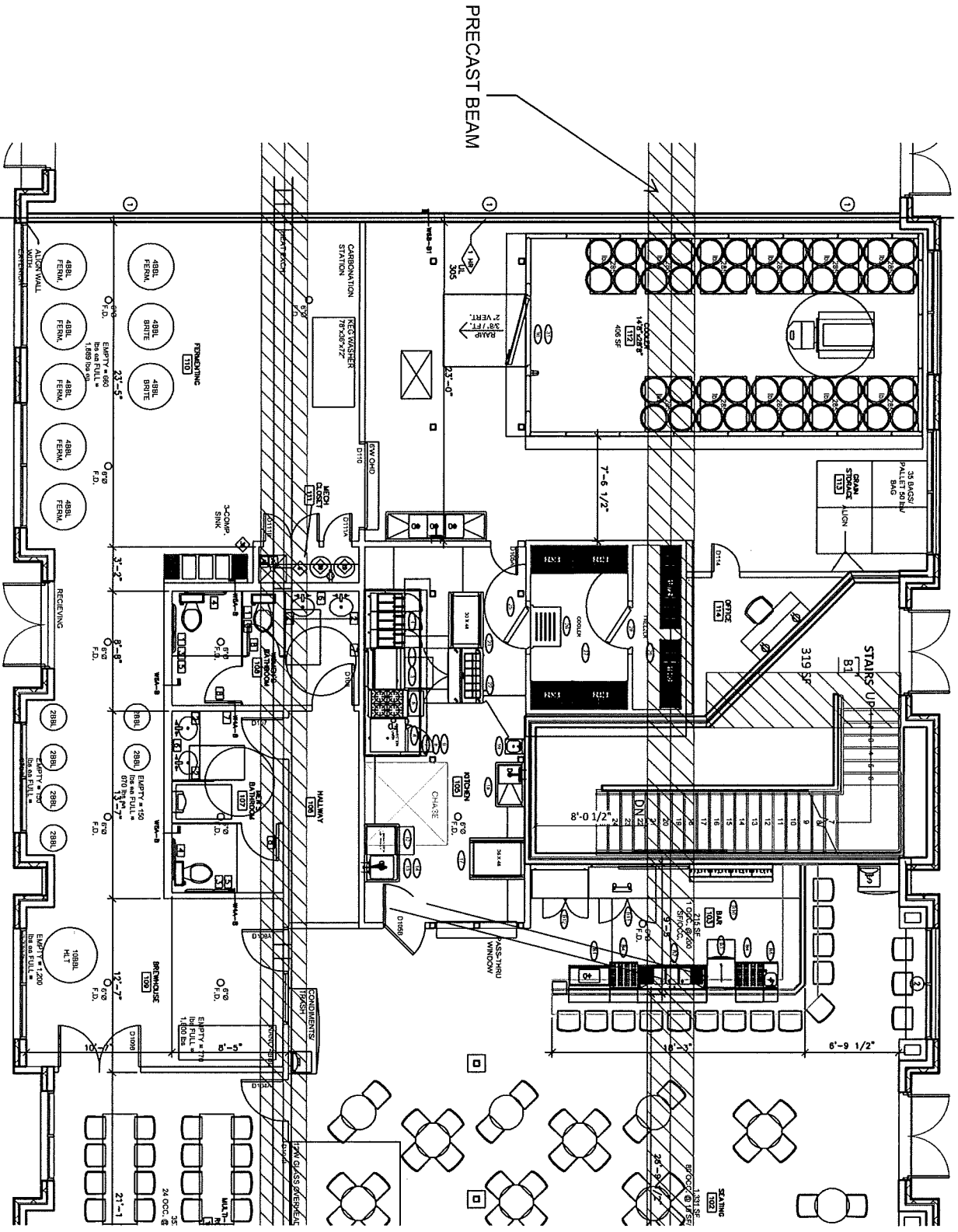
- 25 NAPOLEON
- 26 UKRAINIAN CREPES WITH STRAWBERRY
- 27 UKRAINE CAKE OF WEEK

FRIDAY FISH FRY

- 28 BEER BATTERED FISH FRY
- 29 SHRIMP
- 30 POORMANS LOBSTER
- 31 GRILLED SALMON

DRINKS

- 32 COFFEE / EXPRESSO / LATTE / CAPPUCCINO
- 33 TEA
- 34 SODA
- 35 COMPOTE UKRAINIAN MIXED BERRY



PRECAST BEAM

319 SF

8'-0 1/2"

8'-9 1/2"

1

1

1

48BL FERNM

48BL FERNM

48BL BRITE FERNM

48BL BRITE FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

48BL FERNM

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

28BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

148BL

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"

21'-1"