

JoBeck's Bar

BUSINESS PLAN

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Prepared by:

Jeff Rodefeld
Larry Ring
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Ring Rodie LLC
~~521~~ dba JoBeck's
~~421~~ Cottage Grove Rd
Madison, WI 53716

JoBeck's
Business Plan

MISSION STATEMENT

JoBeck's mission is to strive to be the local neighborhood hangout. Our goal is to provide quality service to our customers and for them to be served by a friendly staff made up of local familiar people.

I. MARKETING PLAN

A. LOCATION

1. Bar is located at 421 Cottage Grove Road which is located on a main, high traffic road on the east side.
2. This location has housed a bar for over 30 years.
3. Future housing developments may be constructed across the street from the bar in the near future.
4. Rapid growth of east side/Door Creek/Cottage Grove areas that increases the need for more establishments in the area.

B. STRATEGY

1. Provide local residents of drinking age an establishment for them run by local residents themselves.
2. A bar that would provide attentive and friendly service
3. To have reasonable drink prices and a good selection of local beers.
4. Focus would be on beverage sales only, no food would be served at this establishment
5. Family run bar that cares about both the patrons and the non-patrons in the neighborhood.
6. Rely heavily on owners' many connections with local residents and businesses.
7. Sponsor local teams(bowling, softball, etc.)
8. Offer weekday happy hour specials from 3-6.
9. Draw from the well established customer base from Spot Liquor which has been in Jeff's family for over 30 years.

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II. OPERATING PLAN

- A. Hours of operation will be from 9am – 1am Sunday thru Thursday nights and 9 am – 2:30 am on Friday and Saturday nights.
- B. Bar would be managed by 4 owners that would bring diverse experiences to the business.
 - 1. Jeff Rodefeld
 - a. Graduated with a degree in Public Policy & Administration with an emphasis in Management.
 - b. Has owned 2 businesses, one of which is Spot Liquor which is located in the same neighborhood and still operates successfully under his ownership.
 - c. Prior experience in the bar industry
 - 2. Larry Ring
 - a. Successfully owned his own carpet cleaning business
 - b. Numerous management positions in the bar industry
 - 3. Becky Stoltenberg
 - a. Started and currently still owns a mortgage company for ? years.
 - b. Has prior bartending experience
 - 4. Jodi Rodefeld
 - a. Graduated with a degree in Accounting
 - b. Business ownership experience with her husband Jeff
 - c. Has worked at various establishments in the bar industry
- C. Will hire 3 bartenders in addition to the management staff. Bartenders would be paid \$5.25/hour.

III. FINANCIAL PLAN

- A. This is a turn key rental so startup costs should be minimal.
- B. Implement a POS system to track inventory
- C. Controlling costs by keeping expenditures to a minimum and making only necessary purchases