

Business Plan for Wing.Stop  
1234 Regent Street  
Madison, WI

August 2, 2011

The following is an outlined description of Wingstop's business and operation.

**Address:**

1234 Regents Street Madison WI

**Type of Business:**

Wingstop is a restaurant business that specializes in chicken wings. Wingstop is not a bar that serves wings and food. It is a national franchise operation. There are over 500 Wingstops in the United States and Mexico. Traditionally Wingstop restaurants do a majority of their business in the form of carry out, approximately 70%. At this time Wingstop does not do delivery. Pilot programs are being tested in Chicago and New York. Wingstop will have an area to eat inside the restaurant. There is no table service, customers order at the counter and take their food to a table. There will be no drive through window. Currently there are no plans to have outside seating.

**Targeted Opening Date:** September 27, 2011

**Hours of Operation:**

Sunday-Thursday- 11:00AM to Midnight

Friday- 11:00AM to 2:30 AM

Saturday- 11:00AM to 3:00 AM

**Seating Capacity:**

28 inside seats situated around tables.

**Size of Establishment:**

1020 square feet

**Projected Percent of Alcohol sales:**

10%

**Number of Employees:**

10 to 15

**Customer Parking:**

There are approximately 10 off street parking stall available to customers.

During Badger home games, parking will not be available to customers.

**Marketing and advertising Techniques:**

Wingstop product is popular with several different demographic segments. To build awareness Wingstop will go door to door to the local businesses with their product. Wingstop will also partake in several established media channels to target students at the University of Wisconsin-Madison. Wingstop will do traditional advertising in the newspaper and on the radio and TV. It will also do extensive internet marketing and other forms of direct marketing to target the neighborhood in the area. Wingstops will a comprehensive online ordering system implemented.

**Brief History of Business:**

The Wingstop store in Madison is a new business. The franchisee own rights to the Madison market and plans to open other Wingstops in the near future.

**Brief History of Ownership:**

Wingstops is the DBA of Badger Wings LLC which is owned 100% by Vince Romano.

**Wingstop Franchise Information:**

There are over 500 stores in the United State and Mexico. Wingstop is based out of Dallas Texas. It was starting in 1994.

**Type of Food:**

All Wingstop food is made to order. They use fresh and high quality ingredients. See menu for the variety of dishes and side orders.

**Organization and Management:**

The Madison Wingstop is owned by Vince Romano. Vince owns two other Wingstops in the Chicago area. He owns a home on Lake Waubesa.

The store will be managed by his son Set Romano. Seth will be the general manager. One other manager has been identified. Alice Regalia will be a shift manager.

**End**