

Your choice of Meats

Shredded Beef (barbacoa)
Pulled Pork (carnitas)
Chicken (pollo)
Steak (asada)
Ground Beef
Mexican Sausage (chorizo)
Al Pastor (spicy pork)

Your choice of Cheese

Shredded Mozzarella
White Cheddar Cheese Sauce

Your choice of Salsas

Red Salsa -Hot XX
Green Salsa-Medium
Pickled Jalapeños(chiles en vinagre)

Your choice of Veggies

Lettuce
Cilantro
Onions
Pico de Gallo
Guacamole add \$1.50
Corn Salsa
Spicy Onions
Grilled Fajita Veggie

Your Choice of Beans

Black Beans-Pinto Beans

Sides

Rice	\$2.50
Beans	\$2.50
Guacamole Medium	\$3.05
Pico de Gallo	50¢
Extra Salsa	50¢
Cheese	75¢
Sour Cream	75¢
Extra Meat (2 scoops)	\$2.75
Chips & Guacamole	\$3.99
Chips & Salsa	\$2.49
Chips & Queso	\$2.75

Drinks

Can Sodas \$1.25
Bottled Drinks \$2.49
Water Bottle \$1.25
Horchata \$2.49



● 819 South Park Street, Madison, WI 53715
● (608) 284-9702



BURRITO \$7.49
With Steak 7.99



QUESADILLA \$7.49
With Steak 7.99



(2) TACOS \$7.49
Rice & beans. With Steak 7.99



FISH TACOS \$8.49
Lettuce, pico de gallo and fish sauce.



(3) TACOS \$ 7.49 With Steak 7.99
Carnitas, chicken, shredded beef



BURRITO BOWL \$7.49
With Steak 7.99



LOADED NACHOS \$8.25
With Steak 8.49



TORTA \$8.25
With Steak 8.49



2 MEAT PLATE \$10.25
6 Tortillas with rice and beans, lettuce,
pico de gallo and salsa
With Steak 10.49



ENCHILADAS \$10.49
With Steak 10.99

COMBO TO SHARE \$19.99
Choice of 3 meats, up to 12 tortillas
Includes rice, beans and veggies
STEAK \$20.99



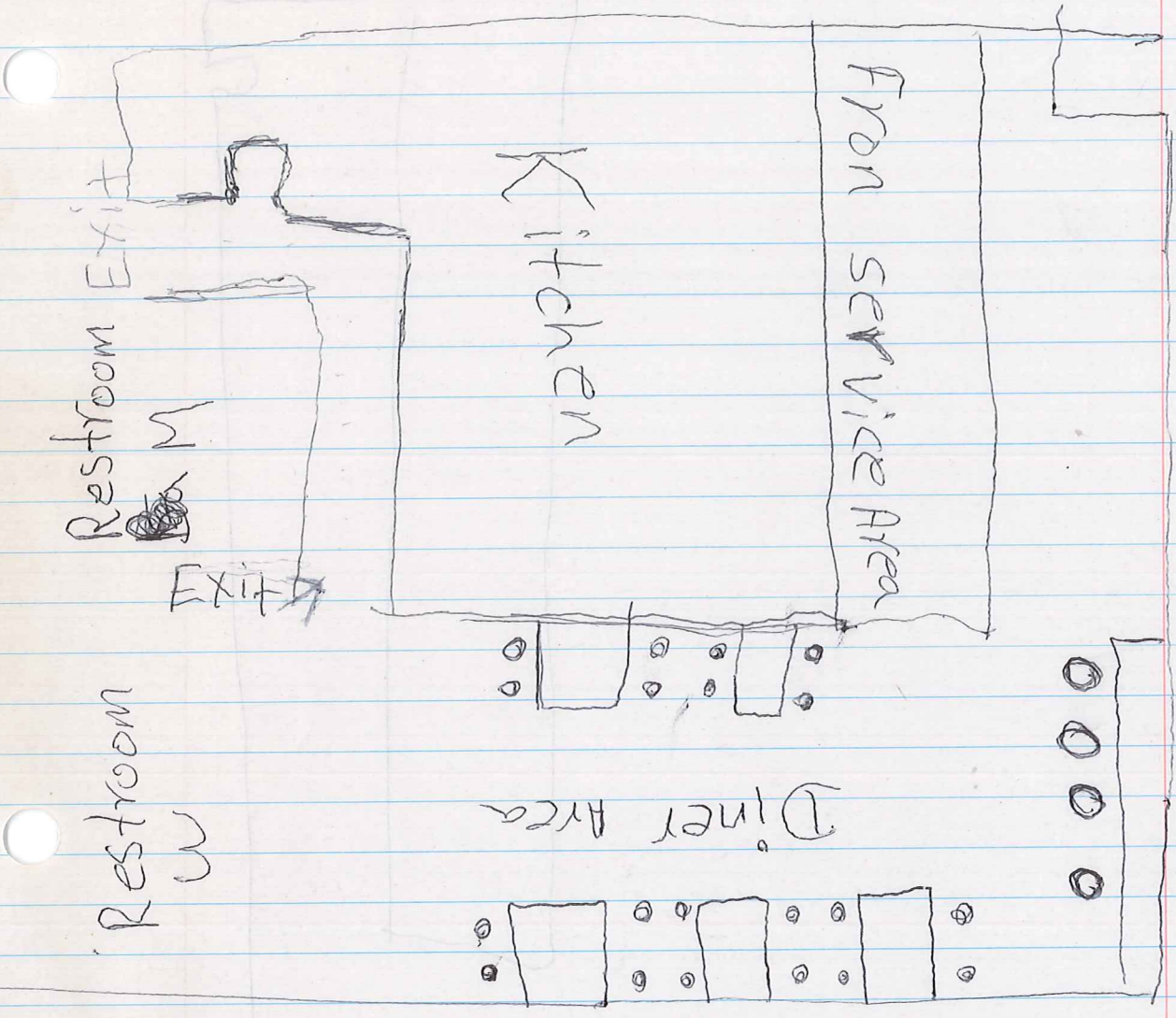
Restroom
M
EXIT

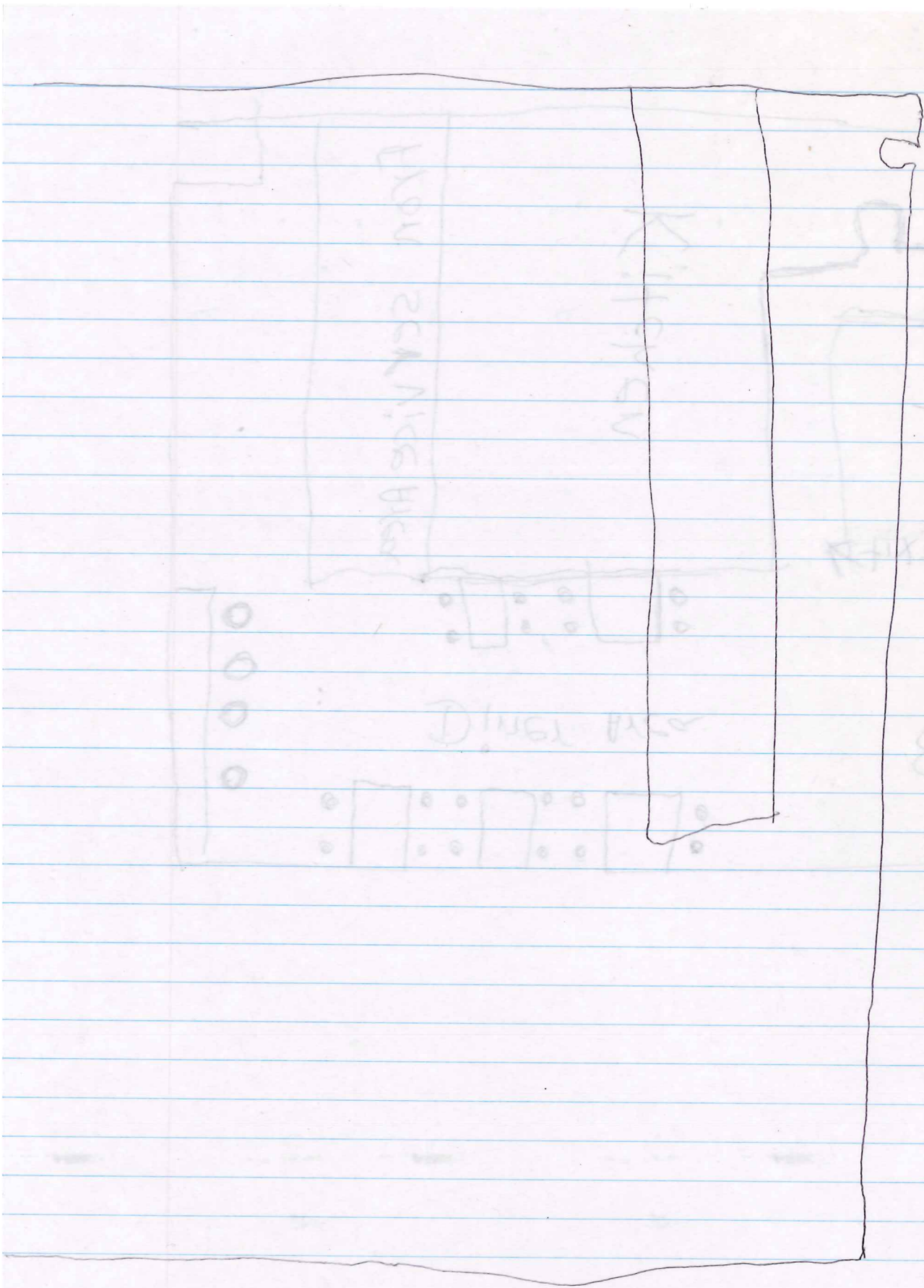
Kitchen

From Service Area

Diner Area

Restroom
W





FIXED MOORINGS
M

MOORINGS




EL RANCHO MEXICAN GRILL

BUSINESS PLAN

PREPARED BY: JOSE TORRES

EL RANCHO MEXICAN GRILL
819 S. PARK ST MADISON WI, 53715
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1. **Executive Summary** The purpose of this business plan is to outline the strategy and operations of a quick service Mexican restaurant. The restaurant aims to provide customers with delicious, affordable, and fast Mexican food in a vibrant and inviting atmosphere. The key objectives of the business are to achieve profitability within the first year, establish a loyal customer base, and expand to multiple locations within five years.
2. **Business Description** The quick service Mexican restaurant will be named "El Rancho Mexican Grill" and will be located in a busy commercial area with high foot traffic. The restaurant will serve a variety of Mexican dishes, including tacos, burritos, quesadillas, nachos, and salads. The menu will also offer vegetarian and vegan options to cater to a wide range of dietary preferences. El Rancho Mexican Grill will focus on using fresh and locally sourced ingredients to ensure the highest quality of food.
3. **Market Analysis** The market for quick service restaurants is growing rapidly, driven by the increasing demand for convenient and affordable dining options. Mexican cuisine has gained popularity worldwide, making it an attractive choice for a quick service restaurant. The target market will include busy professionals, students, families, and individuals looking for a quick and satisfying meal. Targeting those needing a quick lunch option as well as space for in person seating for dinner guests.
4. **Competitive Analysis** El Rancho Mexican Grill will face competition from existing quick service restaurants, including other Mexican food establishments. However, the restaurant will differentiate itself through the following strategies:
 - a. Authentic flavors: El Rancho Mexican Grill will offer authentic Mexican flavors by using traditional recipes and high-quality ingredients
 - b. Speed and efficiency: The restaurant will emphasize quick service and efficient operations to cater to time-conscious customers.
 - c. Customization: El Rancho Mexican Grill will allow customers to customize their orders to suit their preferences, offering a variety of protein and topping options.
 - d. d) Atmosphere: The restaurant will create a vibrant and welcoming ambiance through Mexican-inspired decor and music.
5. **Marketing and Sales Strategy** El Rancho Mexican Grill will employ various marketing strategies to attract and retain customers, including:
 - a. Promotion: weekly special offers by day of the week.
 - b. Online presence: Establishing a website and active social media presence to engage with customers, share updates, and promote special offers.
 - c. Local partnerships: Collaborating with nearby businesses and organizations to cross-promote each other's products or services including donations to non-profit organizations
 - d. Loyalty program: Implementing a loyalty program to reward frequent customers and encourage repeat visits.
6. **Operations Plan** The restaurant will operate six days a week, offering both dine-in and takeout services. Key operational aspects include:
 - a. Menu development: Creating a diverse menu with a balance of popular Mexican dishes and innovative options.
 - b. Staffing: Hiring experienced chefs, kitchen staff, and friendly customer service personnel who can efficiently handle the quick service model.
 - c. Inventory management: Ensuring a steady supply of fresh ingredients while minimizing waste through careful inventory control.
 - d. Efficient workflow: Designing the kitchen and service area layout to optimize workflow and minimize customer wait times.
7. **Financial Projections** The financial projections for El Rancho Mexican Grill include startup costs, revenue forecasts, and profit expectations. Key financial considerations include:

- a. Initial investment: Estimating the costs of leasehold improvements, equipment, furniture, marketing, and working capital.
 - b. Revenue forecast: Projecting sales based on market research, anticipated customer traffic, and average transaction values.
 - c. Cost management: Implementing effective cost control measures to optimize expenses related to food, labor, utilities, and overheads.
 - d. Profitability: Setting ambitious but realistic profit targets and monitoring financial performance regularly to make necessary adjustments.
8. **Conclusion** El Rancho Mexican Grill aims to support the local neighborhood and nearby communities with quick and fresh healthy dining options while creating an inviting and excellent customer service experience

