

Tiny's Tap House

BUSINESS PLAN

October 2017

Holly Alexander

Owner

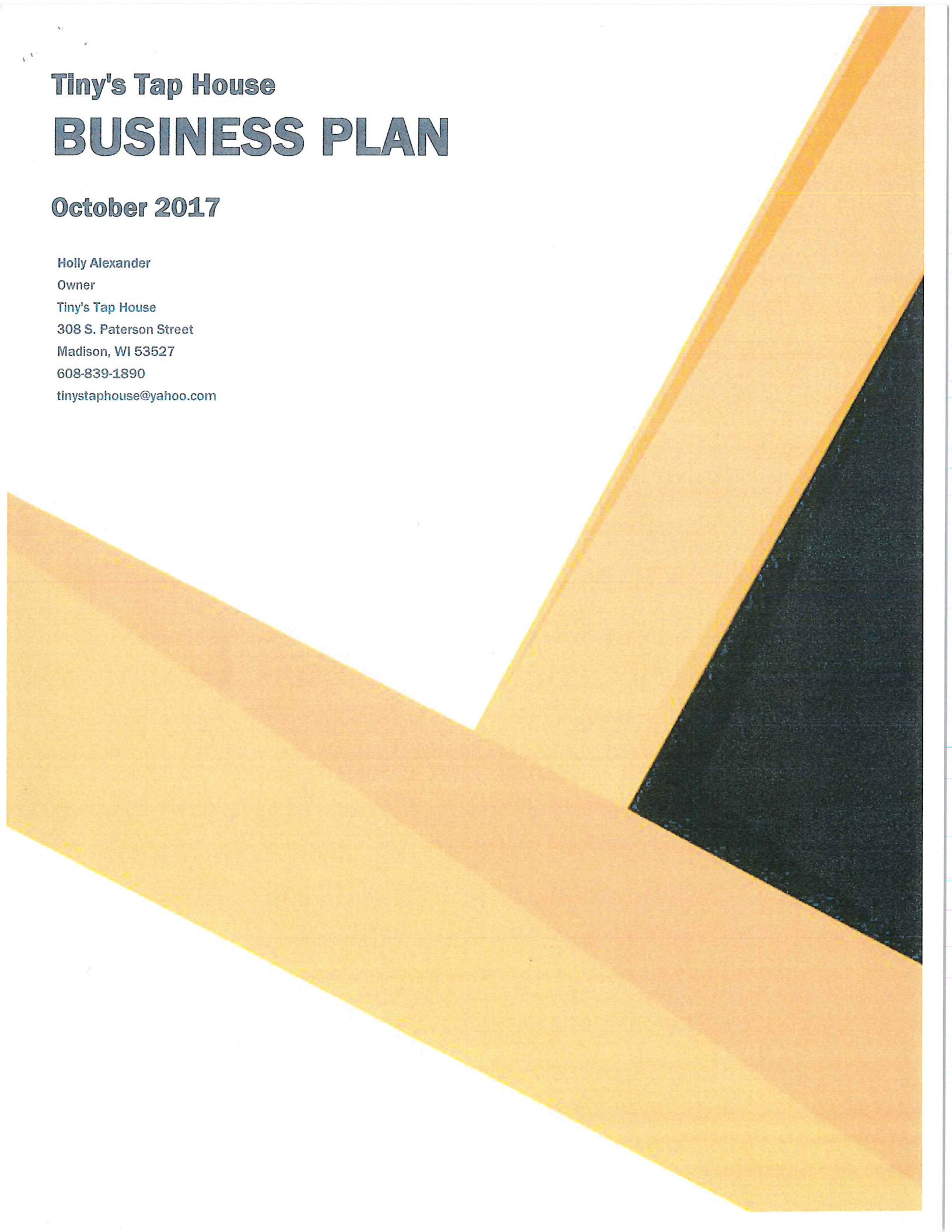
Tiny's Tap House

308 S. Paterson Street

Madison, WI 53527

608-839-1890

tinystaphouse@yahoo.com



I. Executive Summary

Business Overview

Tiny's Tap House will offer an intimate environment where customers can enjoy unique and seasonal beers and spirits created by micro brewers mainly from Wisconsin. Beer will be available by can or growler for carry out. We will feature non-alcoholic beverages, coffee and teas. Williamson Street restaurant will be featured as food caterers along with food cart nights. Fixed menu items will be catered by area restaurants and always available.

We will create conversational settings inside the tap room, on the front terrace and in the courtyard. Music will be played at low volume over an in house stereo.

Products / Services offered:

Success Factors

Tiny's Tap House is uniquely qualified to succeed due to the following reasons :

- **Products and/or Services:** Our Products and/or Services are superior to our competitors because: Taprooms are limited their own brews. We serve a wide variety of craft beers to bring our customers the best choices in delicious brews. Locally distilled spirits are featured combining with select mixes and locally sourced additions to created the best experience for our customers.
- **Human Resources:** Our management team has unique experience in the industry including: Manager Brooks Jewell has served the Williamson Street neighborhood for 13 years. He is a strong leader and attracts experienced and committed bar staff.
- **Location:** Our location allows us to better serve customers because: We are one door off of popular Williamson Street, 2 blocks from Breese Stevens and 3 blocks from the new Frank Productions venue. We are a natural location for neighbors, concert goesr and visitors to Williamson Street shops and restaurants.
- **Operational Systems:** We have developed systems that enable us to provide high quality products/services at a lower cost. These systems include: At Tiny's Tap House we keep it simple. All we do is cold beer brewed with passion, a collection of distilled spirits and the best catered food items the Williamson Street area enjoys.
- **Intellectual Property (IP):** We have Intellectual Property that gives us an advantage over our competitors. Our IP includes:
- **Customers:** We are already serving key customers which our competitors are not. These customers include: Our customers are one time visitors to the neighborhood, long time neighbors and many guests in between.

II. Industry Analysis

Market Overview

Tiny's Tap House operates in the Food Service and Entertainment industry

- Industry's key product: Craft beers and distilled spirits created, in large part, in Madison and Wisconsin. Food offerings will be gathered from popular Williamson Street restaurants.
- Key market trends: Taprooms are a popular destination for social gatherings. Our Marquette Neighborhood location is growing in population and tourist traffic. This growth will bring new customers to our business.

III. HOURS AND LICENSES

Below are the proposed hours and licenses of Tiny's Tap House.

HOURS

Tuesday, Wednesday, Thursday and Sunday 3:00 p.m. - 11:00 p.m.

Friday and Saturday 3:00 p.m. - 2:00 a.m.

Monday -- Closed

LICENSES

Liquor Licenses : Class B Liquor and Class B Beer allowing for on-site consumption

Catering License Class A Beer allowing for carryout sales.

IV. MANAGEMENT TEAM

IV. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

- **Name : Holly Alexander**
 - Title: Owner
 - Background: Wisco owner since 1989, Regional Manager, Regis Corp 1989-1995
- **Name : Brooks Jewell**
 - Title: Manager
 - Background: Wisco team member since February 2004. Wisco Manager, August 2014
- **Name : Hannah Alexander**
 - Title: Assistant Manager
 - Background: Wisco team member since August 2010. Assistant Manager, June 2016

V. Customer Analysis

Below is a description of who our target customers are, and their core needs.

Target Customers

Below is a profile of our target customers:

- Age: 32-60
- Location: Marquette Neighborhood, Breeze Stevens and Sylvie patrons
- Activities & Interests: Our target customers are interested in locally sourced products and have a value for the craft, skill and passion that go into the creating of new tastes and creative combinations.
- Target Customers of Tiny's Tap House have an appreciation for unique, locally owned venues.

Customer Needs

Below is a profile of the needs that our target customers have:

- Quality: Customers want to buy foods and beverages that are locally sourced. The products we will serve will have proven to be popular with local customers at the breweries and restaurants of origin.
- Location: We are a walkable destination to an ever growing Marquette neighborhood population base. 308 S. Paterson is an easy walk from Breeze Stevens and The Sylvie.
- Reliability: Our management team has a proven track record in creating and maintaining a fun, safe and beloved space.
- Comfort: The building at 308 LS. Paterson will be improved inside and out creating a space that is both welcoming and comfortable for quiet conversation and relaxation.
- Value: Value in a tap house starts in the glass with a high quality taste and the excitement of new and varied options presented regularly. Value in a tap house is most appreciated in the genuine, safe and fun experience provided by the facility and the servers.

VI. Competitive Analysis

The following is an overview of Tiny's Tap House's competitors.

Direct Competitors

The following companies are our direct competitors.

- **Direct Competitor #1: Sugar River Distillers**
 - Competitor's Overview: creators and sellers of spirits with tap room, food and merchandise offerings
- **Direct Competitor #2: One Barrel**
 - Competitor's Overview: Local brewer and taproom operation
- **Direct Competitor #3: Next Door Brewing**
 - Competitor's Overview: Local brewer and taproom operation with full service restaurant
- **Direct Competitor #4: Working Draft Beer Company**
 - Competitor's Overview: Brewer and taproom operation

Competitive Advantages

Tiny's Tap House is positioned to outperform competitors for the following reasons:

- **Products and/or Services:** Our Products and/or Services are superior to our competitors because: Tiny's Tap House will bring the best products of the above named competitors under one roof.
- **Human Resources:** Our management team has unique experience in the industry including: We have served this neighborhood for 27 years.
- **Location:** Our location allows us to better serve customers because: We are walkable to major venues and a growing residential base.

VII. Marketing Plan

Our marketing plan, included below, details our products and/or services, pricing, promotions plans and distribution strategy.

Products, Services & Pricing

- **Product/Service #1 Name: Craft Beers**
 - Product/Service Price: \$7.00 –\$ 9.00 per pour
- **Product/Service #2 Name: Distilled spirits**
 - Product/Service Price: \$7.50 - \$12.00
- **Product/Service #3 Name: Tee Shirts**
 - Product/Service Price: \$10.00
- **Product/Service #4 Name: Sweatshirts**
 - Product/Service Price: \$25.00
- **Product/Service #5 Name: Glassware**
 - Product/Service Price: \$5.00

Food Items and Prices found on Tiny's Tap House Menu

Promotions Plan

Tiny's Tap House will use the following tools and techniques to attract new customers:

- **Signage:** Business name and logo will be affixed to the building on the Williamson Street side of the building. Terrace flags will be used in front of the building at Paterson Street.
- **Event Marketing:** Drink specials created to compliment concerts at Breeze Stevens and the Frank Productions venue. Fund raising to support local causes and individuals.
- **Networking:** Tiny's Tap House will create synergy between Williamson Street restaurants, local breweries and fellow Tavern League members.
- **Online Marketing:** Tiny's Tap House website will connect to face book and twitter.

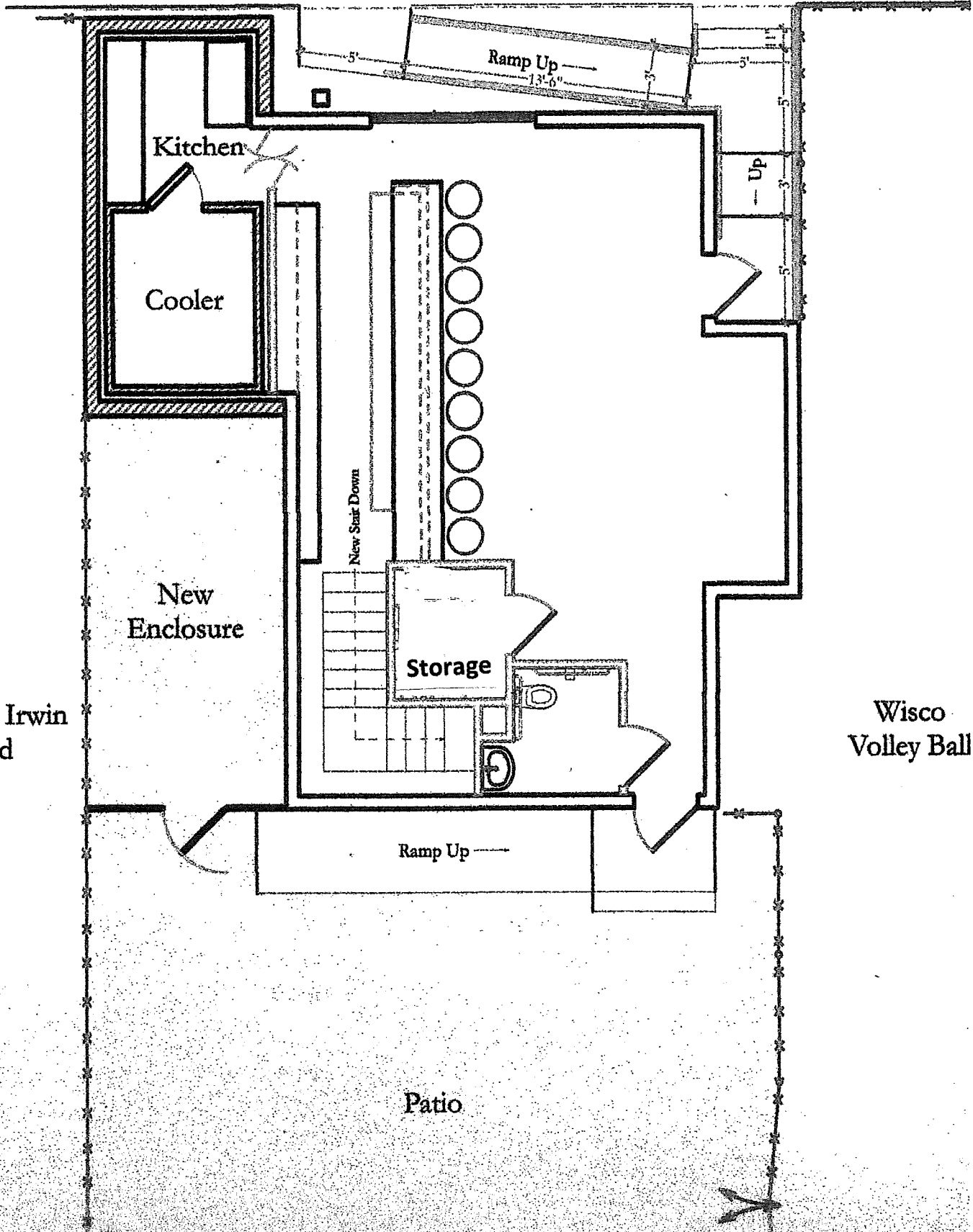
VIII. SECURITY PLAN

Below is our plan for compliance and safety.

Cameras and Surveillance

Cameras will be installed inside and outside the premises. Uniformed staff members will patrol the side walk in front of the building and around the corner on Williamson Street to ensure order and quiet. There will be signage on the building stating no firearms allowed.

Mirrors and cameras will allow the bartender to see all area of the premise. Bartenders will be well trained in checking identification, communicating with clients and keeping order.



LOW & SLOW

HOT OFF THE PRESS

LIQUID GOLD

LOCAL FAVORITES

GIANT PRETZEL BATCH BAKE HOUSE \$13	TUESDAY	WILDCARD	CLUB	MOZZARELLA STUFFED MEATBALLS
CHEESE & MEAT PLATE UNDERGROUND BUTCHER \$9	WEDNESDAY	FRENCH ONION BROCCOLI CHEDDAR	TURKEY BACON AVOCADO	RED BEANS & RICE
FRESH CUT VEGGIES & VEGAN RANCH	THURSDAY	TOMATO BASIL	TURKEY & SWISS	SPAGHETTI
WILLY ST. CO-OP \$6	FRIDAY	CHICKEN NOODLE	B.L.T	BROCCOLI CHEDDAR MAC & CHEESE
	SATURDAY	CHICKEN AND DUMPLING	ROAST BEEF & CHEDDAR	JAMBALAYA
	SUNDAY		SPICY ITALIAN	STUFFED SHELLS

\$10 Plate

\$9 Panini

\$4 Bowl

2018-2019

Driver License Application

Would you like to...?

Interpretation...

Interpretation...

Interpretation...

Interpretation...

Interpretation...

Interpretation...

Interpretation...