

Lush Lounge

3769 E Washington Ave

Madison, WI 53703

Alisa Davis, ~~Robin Thompson~~ AS 8124121

608-399-4023

BUSINESS OVERVIEW

OUR VISION	Eloquence being the element you acquire from elevation. We are a vibrant ambiance essential to the community.
OUR MISSION	Madison's only dark bar that brightens your day
THE SERVICE WE PROVIDE	Beer, Liquor, Cold Tapas

MARKET ANALYSIS

WHO WE ARE TARGETING	All genders, ethnicities, and backgrounds; Ages 21 and older
THE PROBLEM WE ARE SOLVING	Opportunity growth for women and minority business owners
OUR COMPETITORS	Local taverns, diners, liquor stores
OUR COMPETITIVE ADVANTAGE	Dark bar, Wisconsin (only) alcohol beverage distributors, upscale ambiance, women entrepreneurs

MARKETING AND SALES PLAN

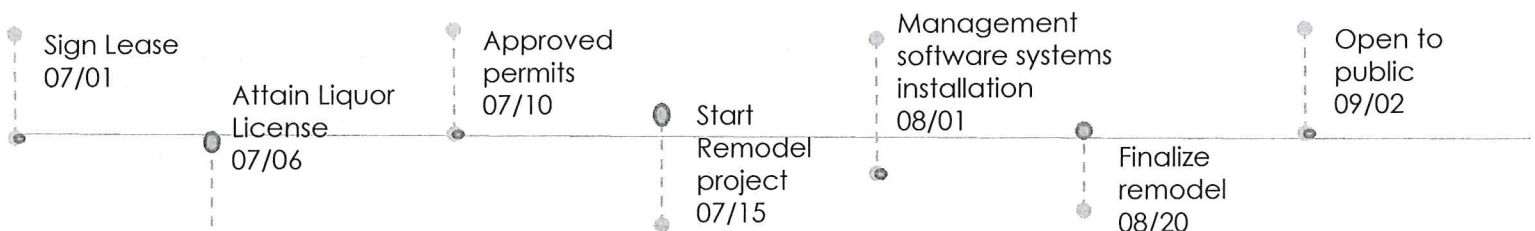
MARKETING CHANNELS	Social media, direct promotions, content marketing, website, word-of-mouth
MARKETING MATERIALS	Business cards, Flyers, post cards, blogs
CUSTOMER INCENTIVES (REFERRALS, DISCOUNTS, ETC.)	Wine and Cognac tastings, social events (painting, bingo), community support program involvement
STAFF REQUIREMENTS/ TRAINING	Food and beverage safety certification, bartending license, five years customer service, 21 and older for serving

KEY OBJECTIVES AND SUCCESS METRICS

OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIME FRAME AND HOW WE WILL MEASURE THEM

1	Creation of Demand- Finding the customer taste and preference along with goods needed to satisfy the customer.
2	Customer Satisfaction- Continuously study the consumers demand. Modern marketing begins and ends with the customer.
3	Increase Company Profits- Reducing cost and increasing profits annually.

Timeline of Milestones



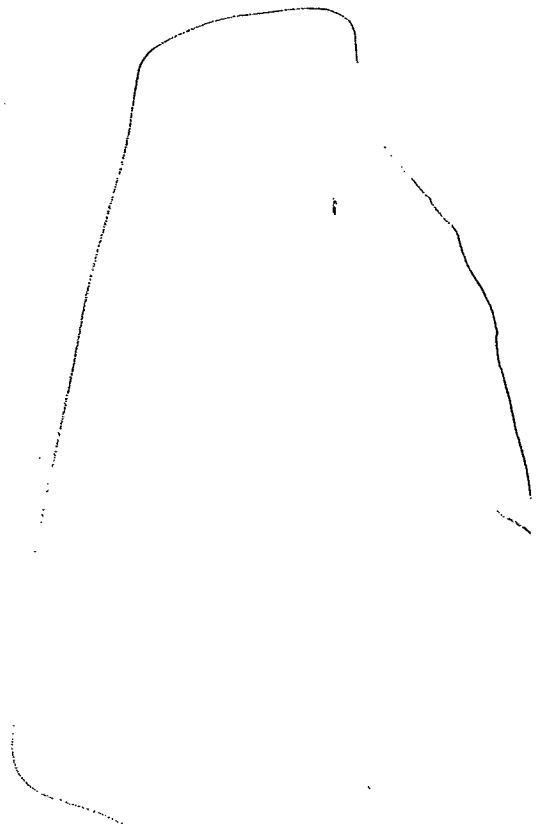
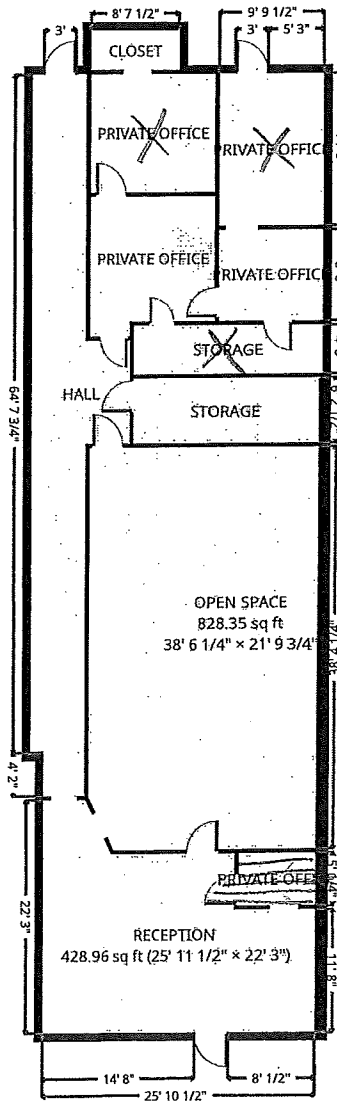
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Statistics

2419 sq ft
1 Floor
5 Offices
0 Conf. room

Ground Floor



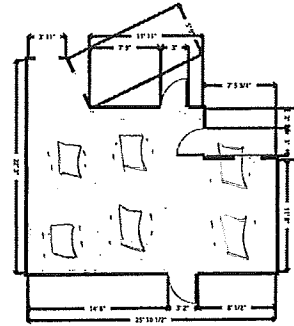
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Reception

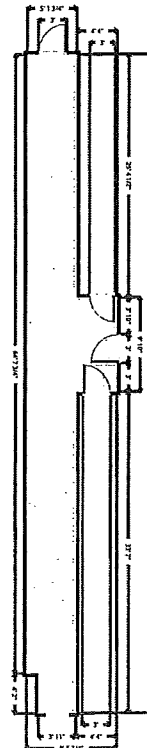
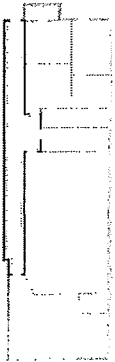
Width: 22' 3"
Length: 25' 11 1/2"
Area: 428.96 sq ft
Perimeter: 94' 5 1/4"
Ceiling Height: 7' 9 1/4"



= 6 tables
4 seats per table

Hall

Width: 9' 5 3/4"
Length: 68' 9 3/4"
Area: 391.83 sq ft
Perimeter: 156' 7 1/4"

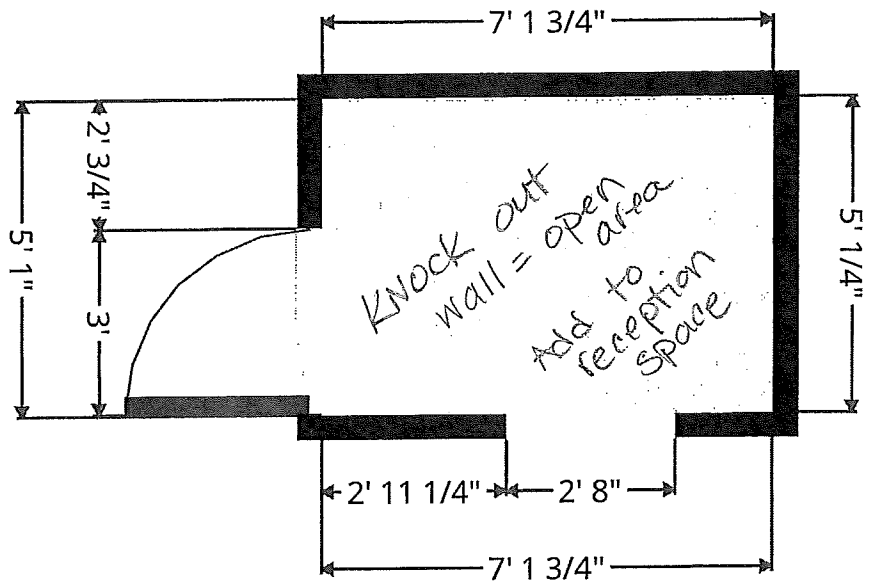


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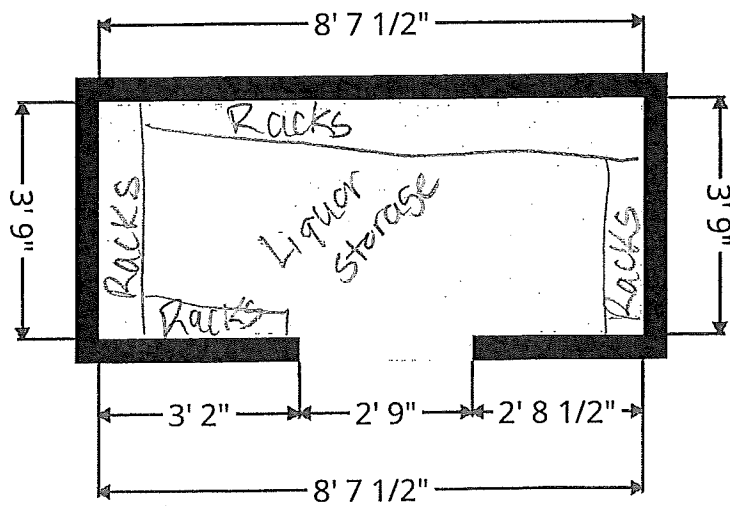
Private Office

Width: 5'
 Length: 7' 1 3/4"
 Area: 35.77 sq ft
 Perimeter: 24' 3 1/2"



Closet

Width: 3' 9"
 Length: 8' 7 1/2"
 Area: 32.34 sq ft
 Perimeter: 24' 9"



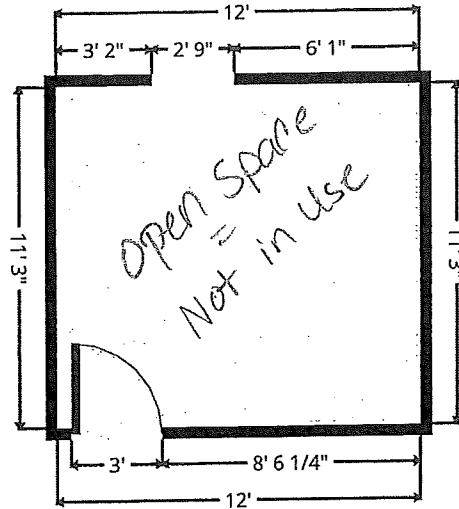
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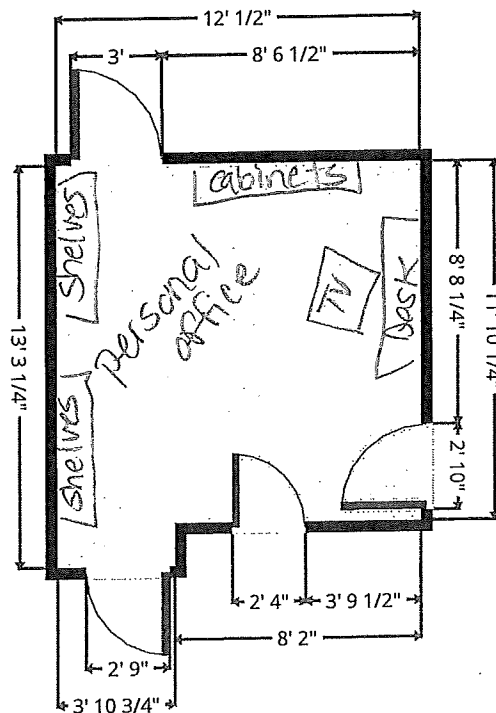
Private Office

Width: 11' 3"
Length: 12'
Area: 135.17 sq ft
Perimeter: 46' 6 1/4"
Ceiling Height: 7' 9 1/4"



Private Office

Width: 12' 1/2"
Length: 13' 3 1/4"
Area: 148.46 sq ft
Perimeter: 50' 8"
Ceiling Height: 7' 9 1/4"



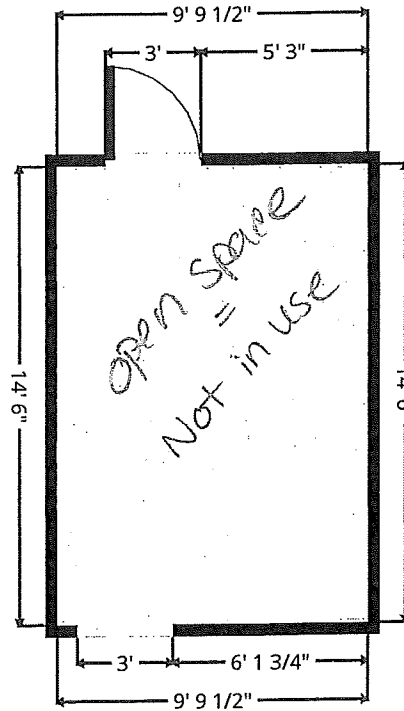
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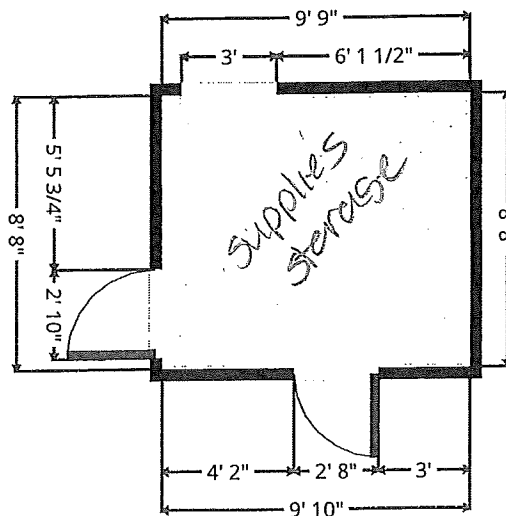
Private Office

Width: 9' 9 1/2"
Length: 14' 6"
Area: 141.83 sq ft
Perimeter: 48' 6 3/4"



Private Office

Width: 8' 8"
Length: 9' 9"
Area: 84.51 sq ft
Perimeter: 36' 10"



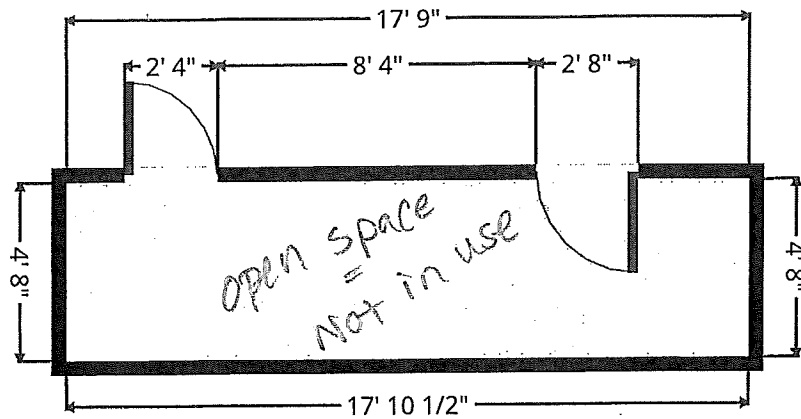
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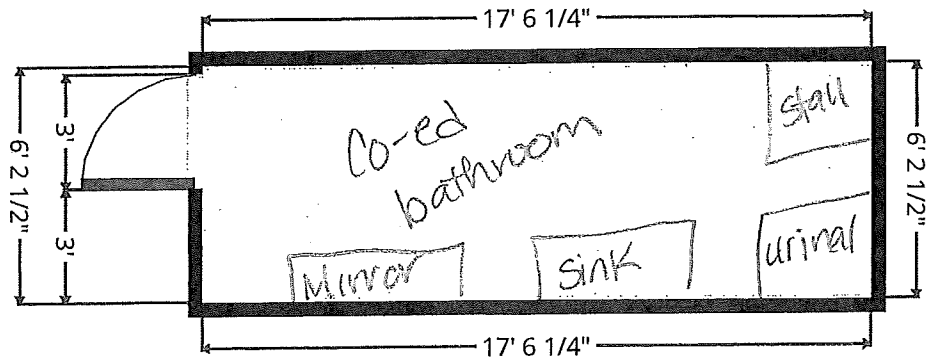
Storage

Width: 4' 8"
 Length: 17' 10 1/2"
 Area: 83.46 sq ft
 Perimeter: 45' 1 1/4"



Storage

Width: 6' 2 1/2"
 Length: 17' 6 1/4"
 Area: 108.59 sq ft
 Perimeter: 47' 5 1/4"



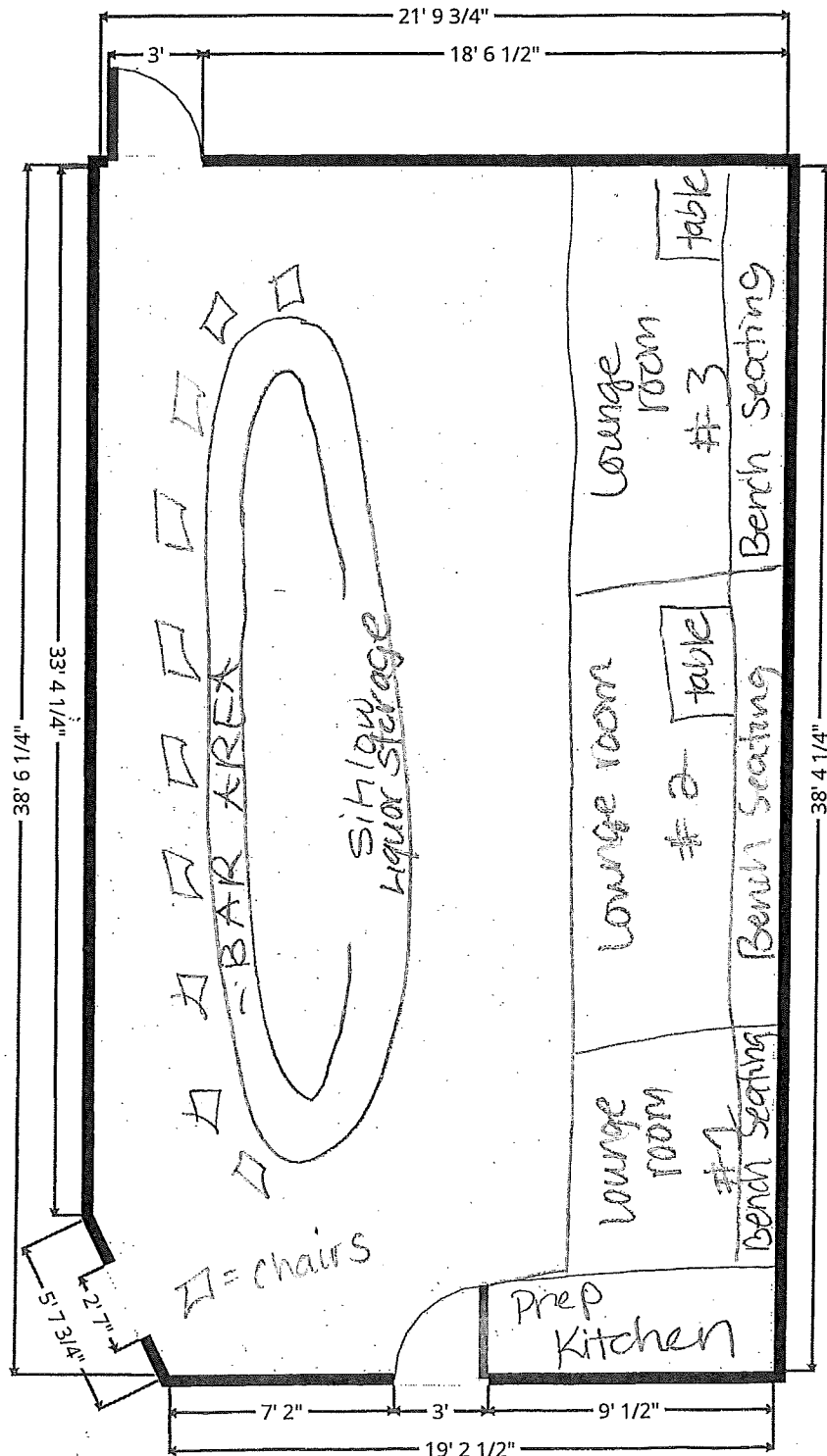
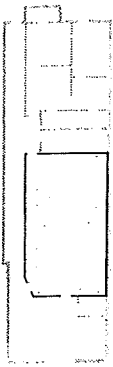
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Open Space

Width: 21' 9 3/4"
Length: 38' 6 1/4"
Area: 828.35 sq ft
Perimeter: 118' 4 1/2"



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Drink Sample Menu

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11/12/21

Lush Cocktails

- House margarita
- House old fashioned
- Lemon drop martini
- Extra dirty martini
- Pomegranate martini
- Cosmopolitan
- Dirty Shirley
- Mimosa

Wine

- Tasting of 3
- Tasting of 6
- By the glass
- By the bottle

Beer

- Tasting of 3
- Tasting of 6
- By the glass
- By the bottle

Cognac

- Tasting of 3
- Straight

Champagne

- By glass
- By bottle

Cocktail menu is subject to change, there will be seasonal drink specials.

Food Sample Menu

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AS 8/24/21

Lush Tapas

- Charcuterie Board
- Tuna tar-tar
- Homemade salsa
- Homemade guacamole
- Party tray of crostini (3)
- Homemade chips and dip
- Homemade ceviche

Menu is subject to change and will have seasonal specials.