

BUSINESS PLAN – ELOURA

Executive Summary

Eloura is a new full-service Mediterranean restaurant with a global fusion twist, located in Downtown Madison, WI. Our concept features an 80% focus on food and 20% on alcohol sales, meeting the City of Madison's food-first licensing requirement.

Eloura will offer elevated yet approachable Mediterranean cuisine with global influences, targeting professionals, students, families, and tourists in downtown Madison.

Ownership & Management

Owners:

- Kalyani Venkatraman – Co-Owner & Director of Operations
- Akash Venkatraman – Co-Owner & Business Development Lead

Management Structure:

- Executive Chef
- Front of House Manager
- Kitchen Manager
- Accounting (outsourced)
- Owners oversee operations, HR, and marketing

Concept Overview

A modern Mediterranean restaurant with a global twist, blending Greek, Turkish, Lebanese, Italian coastal, and Moroccan cuisines with techniques from Japan, Korea, India, and Latin America.

Cuisine Breakdown:

- Mediterranean Core: 80%
- Global Fusion: 20%

Products & Services

Food (80% of revenue):

- Mezze
- Salads
- Flatbreads
- Entrées
- Seafood
- Vegetarian dishes

Alcohol (20% of revenue):

- Mediterranean wines
- Signature cocktails
- Local craft beer

Additional Services:

- Catering
- Private events
- Tasting dinners
- Takeout

Sample Menu Highlights

Mediterranean Core:

- Whipped Feta
- Halloumi Fries
- Lemon Chicken
- Harissa Salmon

Global Twist:

- Miso-Tahini Eggplant
- Korean Harissa Wings
- Pesto Falafel Pasta

Market Analysis

Target Market:

- Downtown office workers
- Students
- Families
- Tourists
- Corporate groups

Location Advantages:

- High foot traffic
- Restaurant-demand density
- Minimal modern Mediterranean competition

Competitive Landscape

Differentiators:

- Elevated but approachable Mediterranean fusion
- Strong food-first model
- Experienced ownership
- Elegant atmosphere and menu engineering

Marketing Strategy

Brand Positioning: Eloura = Mediterranean soul, global imagination

Marketing Channels:

- Social media
- Influencer previews
- Local media
- Student collaborations
- Themed nights

Operations Plan

Hours:

- Lunch: Mon-Fri 11am – 3pm
 - Brunch (Phase 2): Weekends
- Dinner: Daily 4pm – 10pm

Staffing:

- Executive chef
- Sous chefs
- Cooks
- Prep staff
- FOH manager
- Bartenders
- Servers
- Dishwashers

Food & Alcohol Allocation

Per Madison requirements:

- 80% food sales
- 20% alcohol sales

Licensing & Compliance

Eloura will comply with City of Madison and Wisconsin requirements including restaurant licenses, liquor license, fire/building codes, ADA, and ServSafe certifications.

Risk Management

Risks:

- Staffing
- Cost fluctuations
- Competition
- Economic downturns

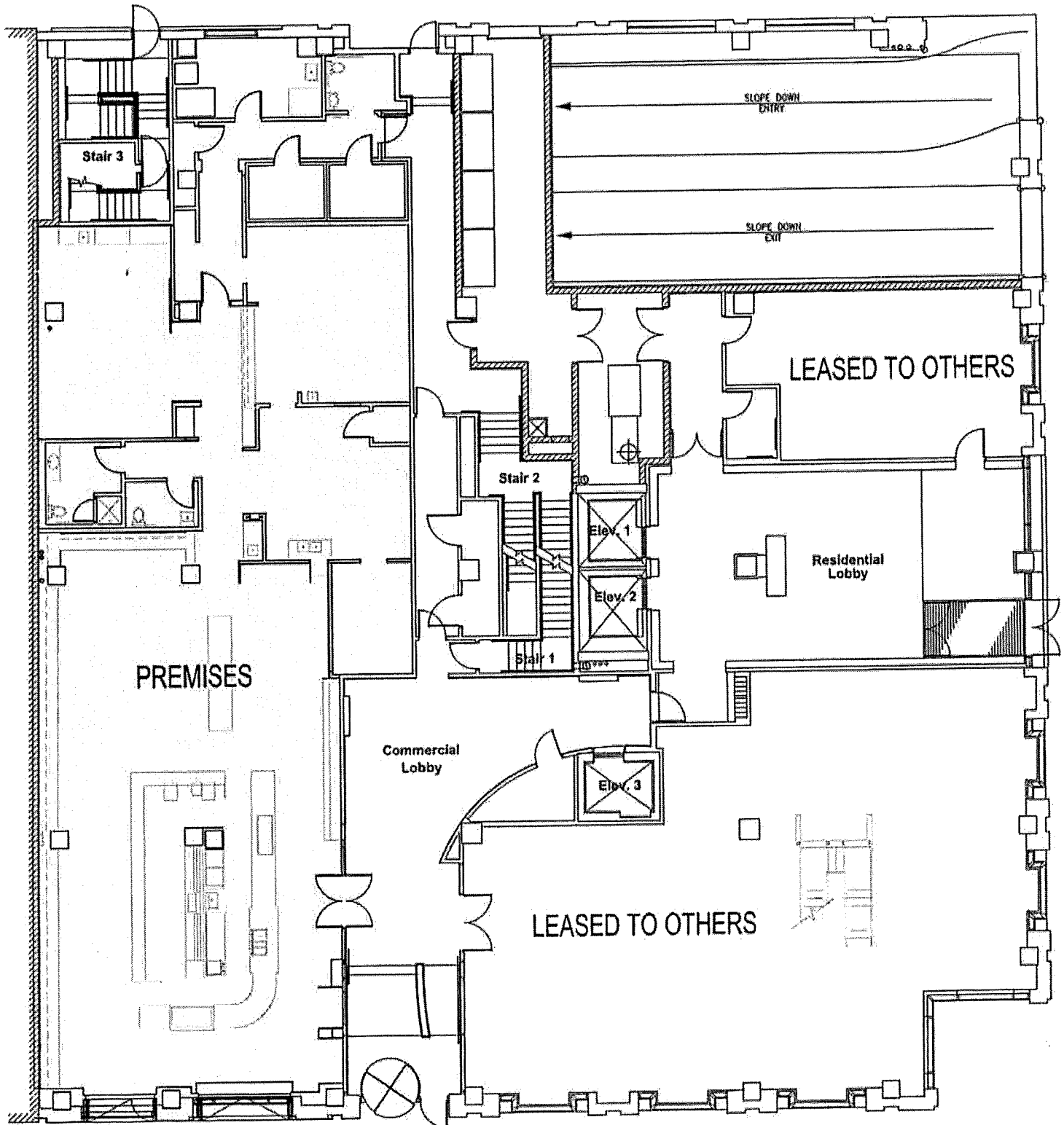
Mitigation:

- Training
- Multiple vendors
- Strong branding
- Affordable options

Conclusion

Eloura aims to become Madison's premier Mediterranean fusion restaurant with consistent quality, strong branding, and a food-first model built for long-term success.

EXHIBIT A



First Floor Plan
10 West Mifflin

NORTH

