

ORIGINAL ALCOHOL BEVERAGE LICENSE APPLICATION

Submit to municipal clerk

For the license period beginning _____ 20____ ;
ending _____ 20____

TO THE GOVERNING BODY of the: Town of } Madison
 Village of }
 City of }

County of Dane Aldermanic Dist. No _____ (if required by ordinance)

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above

- 2 Name (individual/partners give last name, first middle; corporations/limited liability companies give registered name): **Toua Thao**

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person

Title	Name	Home Address	Post Office & Zip Code
President/Member <u>Owner</u>	<u>Toua Thao</u>	<u>5325 Spicebush Lane, Madison, WI</u>	<u>53714</u>
Vice President/Member <u>None</u>			
Secretary/Member _____			
Treasurer/Member _____			
Agent ▶ _____			
Directors/Managers _____			

- 3 Trade Name **▶ Asian One Restaurant** Business Phone Number _____
4 Address of Premises **▶ 453 W. Gilman St., Madison, WI** Post Office & Zip Code **▶ 53703**

- 5 Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
- 6 Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
- 7 Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
- 8 (a) **Corporate/limited liability company applicants only:** Insert state _____ and date _____ of registration
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above)

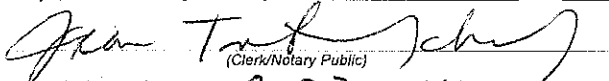
9 Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described) Alcohol beverage will be sold and stored at 453 W. Gilman St.

- 10 Legal description (omit if street address is given above): _____
- 11 (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
(b) If yes, under what name was license issued? Not sure?
- 12 Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630 5) before beginning business? [phone 1-800-937-8864] Yes No
- 13 Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2 above? [phone (608) 266-2776] Yes No
- 14 Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 17th day of June, 20 10


(Clerk/Notary Public)

My commission expires 9-23-2012


(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)

(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)

(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and file with municipal clerk <u>6-17-10</u>	Date reported to council/board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued <u>90144</u>	

15. Utilizing your market research, who would you project your target market to be?

Please see attachment

16. What age range would you hope to attract to your establishment? 19 and older

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

Please see attachment

18. Are you operating under a lease or franchise agreement? Yes (attach a copy) No

19. Owner of building where establishment is located: Madison Property Management, Inc.

Address of Owner: 1202 Regent St. Madison, WI 53715 Phone Number 608-251-8777

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? Yes No

21. List the Directors of your Corporation/LLC

None

Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

None

Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) Tavern Nightclub Restaurant

Other Please Explain. _____

24. What type of food will you be serving, if any? Lao and Thai Foods.

Breakfast Lunch Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? Appetizers Salads Soups Sandwiches Entrees

Desserts Pizza Full Dinners

26. During what hours of your operation do you plan to serve food? Mon. Tues. & Wed. = 10:30am - 10:00pm
Thurs. Frid. & Sat = 10:30am - 1:00am. Sun = 10:30 - 10:00 P.M.

please see business for more information.

27. What hours, if any, will food service not be available? None
28. Indicate any other product/service offered. Drinks and alcohol beverages
29. Will your establishment have a kitchen manager? Yes No
30. Will you have a kitchen support staff? Yes No
31. How many wait staff do you anticipate will be employed at your establishment? 3-4 wait staff.
 During what hours do you anticipate they will be on duty? During all operation hours
32. Do you plan to have hosts or hostesses seating customers? Yes No
33. Do your plans call for a full-service bar? Yes No
 If yes, how many bar stools do you anticipate having at your bar? _____
 How many bartenders do you anticipate you would have working at one time on a busy night? _____
34. Will there be a kitchen facility separate from the bar? Yes No
35. Will there be a separate and specific area for eating only? Yes No
 If yes, what will be the seating capacity for that area? 50 seatings
36. What type of cooking equipment will you have? Stove Oven Fryers Grill Microwave
woks and range
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? Yes No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
70 Percentage
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 80 percentage
 What percentage of your advertising budget do you anticipate will be drink related? 10-20 percentage
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? Yes No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? Yes No

42. What is your estimated capacity? 50-60

43. Pursuant to Chapter 23 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

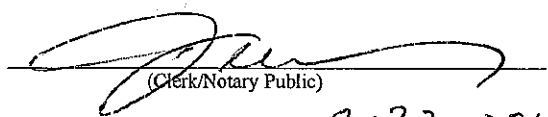
Gross Receipts from Alcoholic Beverages	30 %
Gross Receipts from Food and Non-Alcoholic Beverages	70 %
Gross Receipts from Other	0 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? Yes No
You may be required to submit documentation verifying the percentages you've indicated.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 17th day of June, 2010


(Clerk/Notary Public)

My commission expires 9-23-2012

Jma N.C.T.
(Officer of Corporation/Member of LLC/Partner/Individual)

Jma N.C.T.

City of Madison Supplemental Class B License Application Attachment

8. Business Description, including hours of operation

Mainly, the business will be serving Lao, Thai, and other Asian foods, and alcohol beverage (different kinds of beers, cool wine, wines, and alcohol).

Foods and beverage operation hours:

Monday to Wednesday: 10:30am to 10:00 pm.

Thursday to Saturday: 10:30am to 12:00am

Sunday: 10:30am to 10:00pm.

Part of this business plan to create the restaurant (business) to be a place where many international students as well as domestic students to find a sense of welcome and belonging at UW-Madison and the City of Madison. Music from different countries, such as China, Thailand, Korean, Japan, French, Italy, India, Vietnam, Hmong, and many other countries, will be playing as background while customers enjoy their meals and times. The restaurant (business) will also be a place for different people and students from various countries to find a sense of connection and learn more about different cultures through music. In addition, it will also be a place where people find diversity and learn more about each other.

10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all area where alcohol beverages are to be sold and stored. The licensed premise described below shall not be expanded or changed without the approval of the Common Council.

The location of the building is on 453 W. Gilman Street, Madison, WI 53703. The overall dimension area of the location is about 2,500 square feet. The capacity is about 50 seats. Foods and alcohol beverages will be sold and stored at 453 W. Gilman St Madison, WI 53703.

beer

12. Describe existing parking and how parking lot is to be monitored.

There are parking meters available on W. Gilman Street, public parking ramp on Lake Street and State Street, and on Lake Street and W. Johnson Street.

13. Describe your management experience, staffing levels, and duties, and employee training.

My family used to own a restaurant in Appleton, Wisconsin. Therefore, I used to help run and managed the business, hire staff/waitresses, provide customer services, and assist with marketing and advertising. In addition, I also have management, supervising, and hiring skills in different capacities, such as supervised and hired undergraduate and graduate students.

15. Utilizing your market research, who would you project your target market to be?

My target market would be UW students (domestic and international students), staff, faculty, and residents of the City of Madison. As UW-Madison and the City of Madison have become more diverse, it is important that there are more diverse restaurants available where people find their sense of welcome, enjoyment, connection, and belonging.

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

I will be contacting several marketing and advertizing companies in the Madison area to do my business advertisement. The main product of my advertising will be Lao, Thai, and other Asian foods.

26. During what hours do your operation do you plan to serve food?

Business Operation Hours:

Monday, Tuesday, Wednesday, and Sunday: 10:30am to 10:00pm

Thursday, Friday, and Saturday: 10:30am to 12:00pm

Foods and alcohol beverages will be served during all of the business operation hours

Asian One Restaurant Business Plan
(Draft)

Toua Thao

May 1, 2010

Introduction

Business Description

Asian One Restaurant is a new established and excited restaurant sited on 453 W Gilman Street, Madison, Wisconsin. The location of the restaurant is situated on the main business area of Madison. The main products of the business will be serving Lao and Thai foods, beer, and liquors.

Description of Our Market

As I have been surveying and searching for a restaurant for the last 2-3 years, I found this location to be one of the most centralize, accessible, and convenience to the population of Madison, particularly college students, staff, and other resident in the nearby area.

Business Objective

The mission of Asian One restaurant is to become one of the most popular restaurants to the population (our customers). I am certain that the business can serve customers with one of the most delicious Lao and Thai of foods. The business also dedicated to build a long-term relationship with the customers. I believe I have the ability to provide quality training for the staff and servers to serve the customers with respectful customer services. In addition, the goal of the business is to create a place where people from different background and culture, such as international students and others find their sense of welcome, connection, and belonging. As the population of the City of Madison has continued to grow with diverse population and the University of Wisconsin-Madison has increased its international students, it is vitally important to have a place where people feel welcome, enjoyment, and belonging. Instead of going to the bar, Asian One will be an alternative place where people could come, eat, and drink causally, socially, and they still enjoy their lives and times late at night.

Mission Statement

Business Vision

Asian One restaurant is positioned itself to take advantage of the significance market opportunities available in the field of foods and customer service. Because of the needed of the continued growing population of Madison, Asian One restaurant's mission is to serve one of the best Lao and Thai foods, satisfactory and customer service. The business vision for the next five years is to expand the business as widely as possible in terms of customer growth.

Short-term goal

The short-term is a five year plan business and is to become profitable around \$100,000-\$150,000.00 after the first year.

Long-term goal

The long-term goal is to steadily expand the business and be one of the most successful businesses in the city of Madison, Wisconsin.

Business core value

Asian One restaurant is dedicated to cook and serve customers with varieties of delicious Lao and Thai foods with one of the most respectful customer service and entertainment. Through foods, customer service, and entertainment, Asian One is hoping that the population of Madison will learn and know more about different parts of Asia, especially Southeast Asia.

Products and Entertainment

Foods, drinks, and alcohol beverage

Mainly, the products of the business will be Lao, Thai, and other Asian foods and alcohol beverages.

Business Operation Hours:

Monday, Tuesday, Wednesday, and Sunday: 10:30am to 10:00pm.

Thursday, Friday, and Saturday: 10:30am to 12:00am

Lao, Thai, other Asian foods and alcohol beverages will be available to serve during the business operation hours. The purpose of wanting to open the business on Thursday, Friday, and Saturday on 12:00am is to provide a social and culture place where people can come to eat and drink socially and casually. Instead of going to the bar, the restaurant will be an alternate place where people can enjoy their lives and times late at night. Music from different countries, such as China, Thailand, Korean, Japan, French, Italy, India, Vietnam, Hmong, and many other countries, will be played as a background. There is no live entertainment.

Note: Foods will be 70 percent of the business gross receipts and alcoholic beverages will be 30 percent

Service Management and Operation

Customer Service

Excellent customer service skills, attitude, and appearance are vital to the business. Therefore, staff and waitresses will be trained for customer services. All staff and waitress will go through an orientation and customer service strategy training before they provide service to customers. Most importantly, we would like all staff and waitresses to feel comfortable, warm, and safe with the working condition and feel like they are part of the business. Team work and collaboration are very critical to the business, because customer service is a very high priority for our business.

Customer Service Method

The business has developed scripts and customer service skill training to help staff and waitresses to provide a more professional customer service.

Services Monitoring

There will be a monthly meeting to evaluate and check with each other regarding customer service. It is a time for feedbacks and comments concerning what needs to be improved, added, and changed.

Customer Complaints

All customer complaints will be referred to the manager(s).

Staffing

Key Positions

The key job descriptions include the restaurant manager(s) (Toua Thao), Cooks, waitresses, and other staff.

Dress Code

Dress code for the business will be varied from day to day. Someday will traditional Lao and Thai dresses and other days will be white shirt and black pant or skirt.

Financial Statement

Gross Profit

As the economic has been at its downturn, it is very hard to predict the gross profit. However, the expectation and estimation profits for year one: \$50-\$100,000.00; year two: \$100,000.00-\$150,000.00; and year three: \$100,000-\$150,000.00 or higher.

Key Ratios

With the business plan and stabilization of the business over the next three years, the profitability ratios will be improved. The ratio of profit will improve in year two when the business becomes more established to the population and community.

Cash Flow

At this point, it is really hard to have any realistic numbers. However, with the business plan, it is certain that the business is forecasted to show a positive operational cash flow after the first year.

Business Controls

Accounting System

The business will be using a computer-based financial management system. The business is also in the process of looking for an accountant to assist with the business.

Sales Monitoring

Sales activity and profit will be monitored daily and monthly using a spreadsheet program.

Marketing Records

The business will monitor the success of our promotional plan and marketing strategy weekly with our management system.

Customer Feedback/Complaints

The business openly encourages and welcomes customers to evaluate and provide feedback concerning the products, entertainment, and customer service. The business is willing to consider any suggestions and recommendations of changes and additions to the products, entertainment and customer service that would satisfy the needs of the customer and community.

Asian One Menu

453 W. Gilman Street
Madison, WI 53703

(Draft)

Appetizers

- A-1. Pork Egg Roll (2)** -----\$2.50
Ground pork and mixed vegetable wrapped with egg roll skin, served golden brown with sweet and sour sauce. Choice of pork and vegetable
- A-2. Spring Roll (2)** -----\$3.00
Group pork, glass noodle, cucumber, cabbage wrapped with crispy roll served with house sauce or sweet and sour sauce. Choice of pork and vegetable.
- A-3 Chicken Satay**-----\$5.50
Strips of chicken on skewers marinated in spices and coconut milk, char-grilled to perfection, served with peanut sauce and cucumber
- A-4. Sticky Rice** -----\$2.50

Salad

- B-1. Beef Laab**-----\$7.75
- B-2. Chicken Laab**-----\$7.75
Ground chicken mix with mint, lemon grass, onion, pepper, and cilantro
- B-3. Pork Laab**
- B-4. Papaya Salad**-----\$5.50
Shredded papaya, lime, pepper, tomato, shrimp, long bean, egg plant, fish sauce, peanuts,
- B-5. Yum-Neua**-----\$7.50
Slice thin beef mix with mint, lemon grass, onion, pepper, cilantro

Stir Fried

- C-1. Fried Rice (Kao Pad)** -----(chicken/pork/beef) \$6.75, Shrimp \$7.50
Stir fry rice with eggs, peas, corn, carrots, onion. Topped with green onion
- C-2. Pad Thai**----- (chicken/pork/beef) \$6.75, Shrimp \$7.50
Stir fry rice noodle with eggs, bean sprouts, peanut sauce, and topped with cilantro, onion, and peanut
- E-2. Paad Kaphao**-----\$7.50
Choice of beef/chicken/pork stir fry with kaphao leaves, hot chili pepper, red and green pepper
- E-5. Pad Se Eui**----- (chicken/beef/pork) \$6.50, shrimp \$7.75
Stir fry thick and big noodles with eggs, dark soy sauce and vegetables
- E-4. Stir Fry Mix Vegetables**-----\$7.50
- E-5. Pad Ka-ree** ----- (chicken/beef/pork) \$6.50, Shrimp \$7.75
Stir fry rice noodle with mushroom, onion, tomatoes, chili paste, and curry powder.
- E-6. Pad Lad Nar** ----- (chicken/beef/pork) \$6.50, Shrimp \$7.75

Stir fry flat noodle with Chinese broccoli and bean

Soup

D-1. Tom Yum----- (chicken/beef/pork) \$6.75, Shrimp \$8.50
Spicy soup with shrimp, chunks of galangal, ginger, lemon grass, mushroom, chili, topped with cilantro and green onion

D-2. Pho ----- (chicken/beef/pork) \$6.50, shrimp \$7.75
Rice noodle with beef/pork/chicken, meatball, bean sprouts,

D-3. Tom-yum Noodle----- (chicken/beef/pork) \$6.50, shrimp \$7.75
Rice noodle with pork in tasty tom yum soup, lime leaves, bean sprouts

D-4. Curry Noodle Soup----- (chicken/beef/pork) \$6.50, shrimp \$7.75

Curry

Serve with rice and eggroll

E-1. Keng Phet----- \$7.50
Red curry coconut milk with bamboo shoots, green beans, basil, and Thai eggplant

E-2. Mussamun----- \$7.50
Red and yellow curry coconut milk with bamboo shoot, green beans, potatoes, carrots

E-3. Curry Squash ----- \$7.50
Red and yellow curry coconut milk with squash. Choice of beef/chicken/pork/shrimp or tofu

E-4. Drunken Noodles----- \$7.50
Stir fry thick noodles with basil leaves, chili, vegetables with dark sauce (Sweet and Spicy)

E-5. Sukiyaki Noodle Soup----- \$7.50
Vermicelli noodle serve in beef soup base with peanut sauce, nappa, celery, eggs, beef. Topped with green onion and cilantro.

E-6. Roast Duck (half) ----- \$10.75
Roast duck serve with rice

E-7. Sweet and Sour Fish ----- \$8.50
Deep fry fish with sweet and sour sauce mixed with lemon grass, green onion, lemon leaves, and galangal. Topped with cilantro.

E-8. Pa-Naeng ----- \$7.50
Red curry with peanut sauce, zucchini, green peas, and lemon leaves. Choice of Chicken, Pork, or Beef.

E-9. Jungle Curry ----- \$7.50
Red Curry with zucchini, baby corn, straw mushroom, red pepper, carrot, bamboo shoot, Thai eggplant, purple eggplant, rhizome, and tofu.