



Mackesey's Irish Pub

BUSINESS PLAN



Contact:

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Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Mackesey's Irish Pub in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of Mackesey's Irish Pub.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to Mackesey's Irish Pub.

Upon request, this document is to be immediately returned to Mackesey's Irish Pub.

Signature

Name (typed or printed)

Date

This is a business plan. It does not imply an offering of securities.

Mackesey's Irish Pub Business Plan

Executive Summary

Mackesey's Irish Pub will be located at 317 State St. Madison, WI. The Tavern will provide a moderately priced, quick-casual style restaurant serving upscale bar food. It is this Company's intent to become the leading quick-casual restaurant in this area.

To do so, Jessica Dye is applying for \$100,000 loan, to support her plan to purchase equipment for both the kitchen, bar and the dining room as well as to cover legal expenses, permits and assets from current owner.

Mackesey's Irish Pub competitive edge lies in the experience of Jessica Dye in providing high quality food, which goes hand in hand with the professional service it offers. Jessica Dye plans to expand so that she can fulfill the needs and desires of its guests, at a high level, while still paying attention to the details that will provide patrons with a fun and family friendly dining experience.

Objectives

Mackesey's Irish Pub is an asset purchase from the current owner. The Company has several objectives, which are:

1. Complete drawings; obtain permits and all necessary licenses.
2. Work with local businesses
3. Join the Tavern League
4. Slowly implement new food items and daily specials

Mission

Mackesey's Irish Pub will establish itself as the premier casual dining restaurant in this area while maintaining uncompromising principles as the Company continues to grow its restaurant business. The six following guiding principles will help to measure the appropriateness of its decisions:

1. Provide a fun and friendly work environment, treating the Company's employees with dignity and respect.
2. Embrace diversity as an essential component in the way that it conducts business
3. Apply standards of excellence to the food production, preparation, and service to its guests.
4. Build lasting relationships with the restaurant's employees and guests.
5. Contribute positively to communities and the environment.
6. Recognize that profitability is essential to future success.

Keys to Success

Mackesey's Irish Pub has several keys to success. They are as follows:-

1. Good leadership skills with 25 years of experience in grocery and restaurant industry.
2. Good location with lots of foot traffic in downtown Madison, WI.
3. Strong management team at existing Tavern.
4. Quality food offered at affordable prices.
5. Atmosphere - Mackesey's Irish Pub is a casual & exciting dining experience.

Company Summary

The proposed location of the restaurant is in the 300 block of State Street. Mackesey's Irish Pub is an exciting casual atmosphere concept. With the historical site and many frequent visitors the changes will be a refreshing change.

The décor for Mackesey's Irish Pub restaurant can be described as a Old Irish Tavern themed: 50 seats and a capacity of 99 people.

Company Ownership

Mackesey's Irish Pub will be owned and operated by Jessica Dye.

Start-up Summary

Jessica Dye intends to secure \$100,000 family loan will be taken out to help pay for the long term assets and start up cash. Additionally Jessica Dye will supplement \$20,000 as Owner's investment.

Products

Mackesey's Irish Pub will be a moderately priced, quick-casual style restaurant serving Pub/Tavern food. The menu will include sandwiches, soups and salads combined with local beers and spirits.

Mackesey's Irish Pub will be open seven days a week. The restaurant anticipates serving continuously through lunch & dinner. The expected hours of operation are as follows:

	Lunch	Dinner
Monday	11:00am- 4:00pm	4:00pm- 9:00pm
Tuesday	11:00am- 4:00pm	4:00pm- 9:00pm

Wednesday	11:00am- 4:00pm	4:00pm- 9:00pm
Thursday	11:00am- 4:00pm	4:00pm- 9:00pm
Friday	11:00am- 4:00pm	4:00pm- 9:00pm
Saturday	11:00am- 4:00pm	4:00pm- 9:00pm
Sunday	12:00am- 4:00pm	4:00pm- 10:00pm

The restaurant should be perceived as a quick, casual, establishment appealing to a comfortable mix of people.

Management Summary

Mackesey's Irish Pub plans on employing 9 employees total, including managers, cooks, and bartenders.

A thorough training program will be implemented for every position in the restaurant. Qualified people filling those positions will be provided training materials and personal instruction. They will learn the Mackesey's Irish Pub method of how to operate a successful restaurant.

Newly hired personnel will be instructed in guest services, safety, and health laws in addition to the job functions of their respective positions. Training manuals for each position will be edited to reflect the unique requirements of Mackesey's Irish Pub. Training programs will include specific material to teach our employees about service attitudes, customer perception and how to deal with guest requests. Management will conduct periodic staff meetings intended to review policy, increase guest satisfaction and to keep a general line of communication between staff and management.

All guest concerns will be empathetically acknowledged by the staff and immediately referred to management. Programs will be in place to systematically to deal with various types of guest concerns. More serious concerns will be documented and kept on file.

Personnel Plan

Employees receive discounted meals at the restaurant, for a total cost of approximately \$200 per month. These figures are based on a certain number of shifts per week, which could alter dependent upon how much business the Company is receiving any given day. 9 part time bartenders/cooks currently make up \$53,851 in expense.

Mackesey's Irish Pub Business Plan

Financial Plan

Mackesey's Irish Pub growth depends on the ability to take advantage of the long history the Mackesey's Irish pub has established in the community. Combined with the 20 years of Madison culinary experience Jessica Dye brings business should exceed 5% growth every year. By the end of the third year in business, Mackesey's Irish Pub intends to reach annual sales of \$380,000. Operating income then be able to provide on-going funding and cash flow, producing steady growth and profits.

Start-up Funding

The receipt of \$100,000 loan will primarily be used to purchase both long- and short-term assets in order to help with the start-up requirements, such as kitchen, bar and dining room equipment as well as help paying for professional services such as legal fees and interior furnishings and equipment (security & phone systems, cash registers, artwork/decor, music/sound systems and kitchen small wares. A total of \$180,000 will therefore be spent on starting up Mackesey's Irish Pub. The rest of the \$210,000 funding will be kept as working capital.

Projected Cash Flow

Positive Cash Flow Adustments:	Year 1	Year 2	Year 3	Year 4	Year 5
Depreciation	15,762	15,762	15,762	15,762	15,762
Change in Inventory	10,000	-	-	-	-
Change in Accounts Payable	5,000	-	-	-	-
	30,762	15,762	15,762	15,762	15,762
Negative Cash Flow Adustments:					
Owner's Salary Dividend	25,000	25,000	25,000	25,000	25,000
Owner's Tax Dividend	37,810	41,379	45,626	50,084	54,813
Loan Principal Payments	41,209	41,596	41,992	42,396	42,807
	104,018	107,975	112,618	117,479	122,620
After Tax Cash Flow	14,156	3,450	8,627	14,072	19,864

Projected Balance Sheet

Balance Sheet	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Cash	5,000	19,156	22,606	31,233	45,305	65,168

Mackesey's Irish Pub Business Plan

Inventory		20,000	10,000	10,000	10,000	10,000	10,000
Fixed Assets-Gross		185,000	185,000	185,000	185,000	185,000	185,000
Fixed Assets-Accum Depreciation		-	(15,762)	(31,524)	(47,286)	(63,048)	(78,810)
Total Assets		210,000	198,394	186,083	178,947	177,257	181,359
Accounts Payable		-	5,000	5,000	5,000	5,000	5,000
Loan Balance		210,000	168,791	127,195	85,203	42,807	(0)
		210,000	173,791	132,195	90,203	47,807	5,000
Equity		-	24,603	53,888	88,744	129,450	176,359
Tax Calculations							
Pre-Tax Income			87,413	95,664	105,482	115,789	126,722
			(6,687)	(7,318)	(8,069)	(8,858)	(9,694)
Federal/State Taxable Income			80,726	88,345	97,413	106,931	117,027
Federal Income Taxes			19,374	21,203	23,379	25,664	28,087
State Income Taxes			5,061	5,539	6,108	6,705	7,338
Self Employment Tax			13,374	14,637	16,139	17,716	19,388
Total Taxes			37,810	41,379	45,626	50,084	54,813
Equity Rollforward							
Pre-Tax Income			87,413	95,664	105,482	115,789	126,722
Owner's Salary Dividend			(25,000)	(25,000)	(25,000)	(25,000)	(25,000)
Owner's Tax Dividend			(37,810)	(41,379)	(45,626)	(50,084)	(54,813)
Change in Equity-Calc			24,603	29,285	34,857	40,705	46,909

Mackesey's Irish Pub Business Plan

Change in Equity-Balance Sheet		24,603	29,285	34,857	40,705	46,909
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	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Income Statement						
Sales		344,633	361,865	379,958	398,956	418,904
Growth Rate		5.0%	5.0%	5.0%	5.0%	5.0%
COGS - Alcohol		40,122				
COGS - Beer		53,000				
COGS - Food		21,000				
COGS - Soda		6,500				
Total Cost of Goods Sold		120,622	126,653	132,985	139,635	146,616
Gross Profit \$		224,012	235,212	246,973	259,321	272,287
Gross Profit %		65.0%	65.0%	65.0%	65.0%	65.0%
Advertising		-	1,000	1,000	1,000	1,000
Automobile		-	-	-	-	-
Bad Debts & NSF						
Bank Fees		250	250	250	250	250
Cash O/S		-	-	-	-	-
Depreciation		15,762	15,762	15,762	15,762	15,762
Dues & Subscriptions		600	600	600	600	600
FICA Tax		4,442	4,580	4,717	4,862	5,008
Heat, Lights & Water		12,000	12,000	12,000	12,000	12,000
Insurance - General/Liab		6,500	6,500	6,500	6,500	6,500
Loan Interest Expense		1,825	1,437	1,041	638	226
Legal & Accounting		3,300	3,300	3,300	3,300	3,300
Licenses & Permits		2,400	2,400	2,400	2,400	2,400
Miscellaneous		-	-	-	-	-

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Office Supplies			120	120	120	120	120
Outside Labor			200	200	200	200	200
Personal Property Tax			-	-	-	-	-
Property Tax			15,500	16,000	16,500	17,000	17,500
Rent			48,000	48,000	48,000	48,000	48,000
Repairs & Maintenance/Equipment			10,000	10,000	10,000	10,000	10,000
Salaries - Owner							
Salaries - Employees			55,000	56,700	58,400	60,200	62,000
Supplies			1,000	1,000	1,000	1,000	1,000
Tax Penalty			-	-	-	-	-
Telephone			1,200	1,200	1,200	1,200	1,200
Uniforms/Laundry			800	800	800	800	800
			178,899	181,849	183,790	185,832	187,866
Operating Profit			45,113	53,364	63,182	73,489	84,422
Dividends Received			-	-	-	-	-
Foreign Tax Paid			-	-	-	-	-
Interest Income			-	-	-	-	-
Investment Stock Sale Gain			-	-	-	-	-
Miscellaneous Income			300	300	300	300	300
ATM Income			12,000	12,000	12,000	12,000	12,000
Machine Income			4,000	4,000	4,000	4,000	4,000
Rental Income			26,000	26,000	26,000	26,000	26,000
Totals:			42,300	42,300	42,300	42,300	42,300
Pre-Tax Income			87,413	95,664	105,482	115,789	126,722

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The Irish Pub

"Where strange tales begin"

MONDAY - FRIDAY 11AM-2PM

Burgers & Sandwiches

Sandwiches served w/ chips or potato salad Soda, 10oz Tap of Miller Lite or Esser's Best add 50¢ for Juice - Refills - \$1.00

HAMBURGER/CHEESEBURGER	\$5.75	CHICKEN CHEDDAR & BACON	\$7.50
<i>A 1/3# of ground beef!</i>		CHICKEN SANDWICH	\$6.75
SIRLOIN STEAK SANDWICH	\$7.25	<i>With lettuce</i>	
WISCONSIN BILLY BURGER	\$7.00	VEGGIE BURGER	\$5.50
<i>All four cheeses, it's great...add bacon for \$1.00</i>		<i>With lettuce & tomato</i>	
HAM & CHEESE OR TURKEY & CHEESE	\$5.75	BUFFALO CHICKEN SANDWICH	\$6.75
<i>For something new combine the two!</i>		<i>With hot sauce & Bleu Cheese dressing</i>	
PIZZA BURGER	\$5.75	CHICKEN MONTAJ	\$6.75
<i>It tastes like a pizza!</i>		<i>Chicken with tomato and Honey Mustard</i>	
		GRILLED CHEESE	\$4.50
		<i>An American favorite</i>	

How about some sausages?

POLSKA KIELBASA	\$5.75
SMOKED BAVARIAN BRATWURST	\$5.75
SUMMER SAUSAGE	\$5.75
Add Sauerkraut 75¢	

No one sings the blues at The Irish Pub

BACON BLEU BURGER	\$6.75
<i>Our 1/3 # burger with bacon and smothered in bleu cheese dressing</i>	
CHICKEN CORDON BLEU	\$7.25
<i>Chicken ham & Swiss cheese</i>	
SUMMERTIME BLUES	\$6.00
<i>Summer sausage smothered in bleu cheese dressing</i>	

Above Sandwiches served w/ chips or potato salad
Soda, 10oz tap of Miller Lite or Esser's Best

Soup & Chili

Ask your server about the soup and sandwich of the day!

SOUP AND SANDWICH OF THE DAY	\$7.00
BOWL OF SOUP	\$3.25
CHILI (When Available)	\$3.75

Additional toppings

Cheddar, American, Swiss, Provolone cheese Add 75¢,
Lettuce & Tomato Add \$1.00, Sauerkraut 75¢, Bacon \$1.00



Notice: Consuming raw or undercooked meat, poultry or eggs may increase your risk of food borne illness

Consumer Advisory: Hamburgers & steaks served medium rare or rare may be undercooked & will only be served upon customers request



**SERVED DAILY 2-8PM
SATURDAY 11AM-6PM
SUNDAY 12-6PM
AND SPECIAL OCCASIONS**

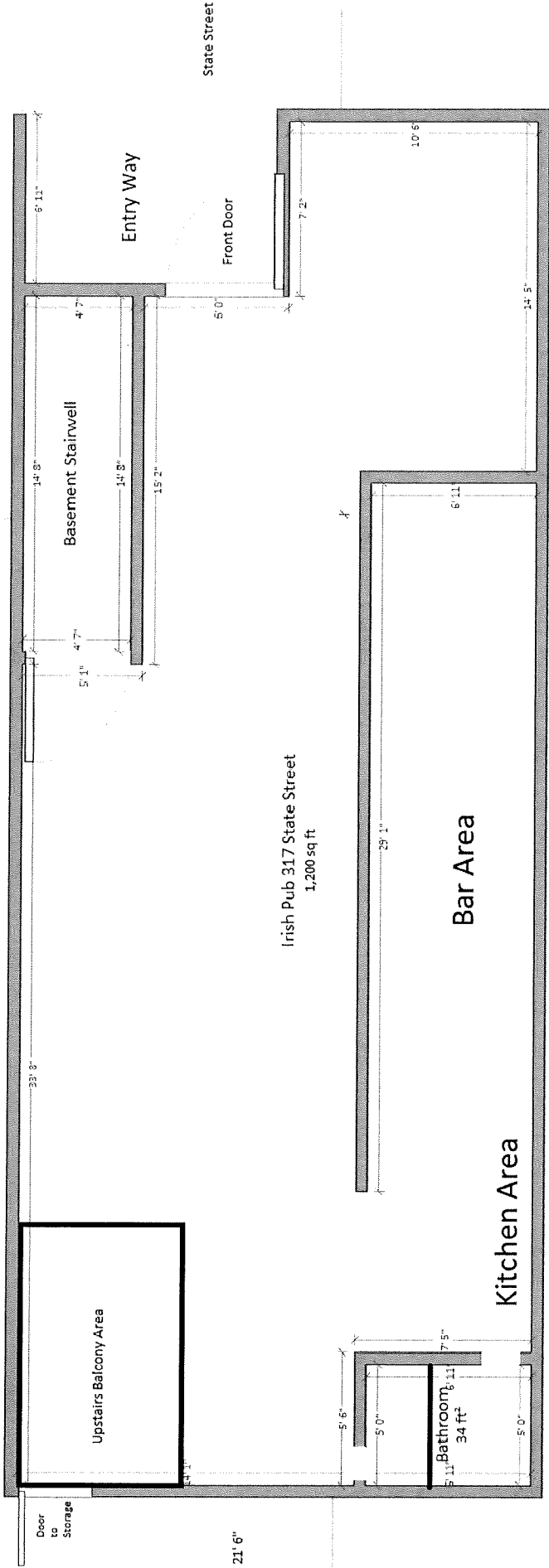
All Sandwiches Include Chips & Pickles

Cheeseburger	5.00
Ham & Cheese	5.00
Bratwurst	5.00
Chicken Breast	6.00
Steak Sandwich	6.00
Pizza Burger	5.00
Summer Sausage	5.00
Turkey Sandwich	5.00
Veggie Burger	5.00

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Irish Pub 317 State Street
1,200 sq ft

Irish Pub - 317 State St.
1,200 total square feet

