

El Rancho breakfast and tacos

#1 Burrito

Choice of meat

Rice & BEANS

Lettuce onion

Cilantro

Tomatoes

Mozzarella cheese \$10.99

#2 Quesadillas

arella cheese

Tomatoes

Lettuce

Pickled jalpeños \$10.69

#3(3)tacos

chice of meat

Onions

Cilantro \$10.69

#4 (2)TACOS

Rice&Beans

Choice of meat

Onion Cilantro \$10.69

5 (3) fish or shrimp tacos

Lettuce pico de gallo

Spicy mayo \$ 11.99

#6 Burrito bowl

Choice of meat

Rice & beans

Lettuce onion

Cilantro Tomatoes

Mozzarella cheese

Tortilla chips \$ 11.99

#7 NACHOS

Choice of meat

Chips Choice of beans

Lettuce onion Cilantro

Tomatoes

nacho cheese sauce \$ 11.99

8 Enchiladas
Choice of meat
Choice of salsas
Verde or mole
Garnish it with
LETUCE & PICO DE GALLO \$13.75

9 Quesa birrias
3 pc with onion and Cilantro
& side of consome \$13.99

#10 carne asada
Grill steak/rice and
beans 5 tortillas
Lettuce & pico de gallo
Grill jalapeño on top \$17.75

#11 fajitas
Steak
Grilled onions peppers
Rice and beans
Tortilla salad pico de gallo \$18.25

#12 fajita
Combination
Chicken and steak
Grilled onions peppers
Rice and beans tortillas
Salad & pico de gallo 19.99

#13 fajita
Shrimp
Grilled onions peppers
Rice and beans tortillas
Salad & pico de gallo \$20.49
El Rancho breakfast and tacos
Gran D slam
2 pancakes
2 eggs
2 sausage links
2 bacon \$14.15

Gran D french toast
Four halves French doors

2 eggs
2 sausage links
2 bacon \$ 14.15

3 pancakes \$ 9.99

Short stack
2 pancakes \$8.49

3 pc French toast \$ 9.99

2 pc French toast \$8.49

3 pc crepis plain \$8.99

3 pc crepis & fruit \$9.99

Waffle plain \$8.99

Waffle & fruit \$10.25

Chicken and Waffles \$13.75

3 eggs
Potatoes
4 sausage links or
4 pc bacon
Toast/pancake/
Biscuit & grave \$10.99

2 eggs
Potatoes
3 sausage links or
3 bacon
Toast/pancake/
biscuit & grave \$ 11.99

2 eggs
Potatoes
Corned beef hash
Toast/pancake/
biscuit & grave \$ 13.25

2 eggs

Chop steak
Potatoes
Toast/pancake/
biscuit & grave \$ 15.25

2 eggs
Country fried steak
Potatoes
Toast/pancake/
biscuit & grave \$16.99

2 eggs
Ham steak
Potatoes
Toast/pancake/
biscuit & grave \$15.69

El Rancho omelet
Chorizo & Carne asada campecano
Garnish with mexican blench cheese and avocado
Potatoes
Toast/pancake/biscuit & grave \$13.99

Denver omelette
Onions
Green pepper ham
American cheese
Potatoes
Toast/pancake/biscuit & grave \$ 12.99

Ham &cheese omelet
Potatoes
Toast/pancake/biscuit & grave \$1245

Vegetarian omelette
Mushrooms
Broccoli spinach
Onions green peppers
Diced tomatoes \$12.45

Everything omelette
Bacon sausage
Ham Onions Green pepper

Diced tomatoes & Cheddar cheese \$13.99

Burgers and sandwiches

American classic burger

Angus beef

American cheese lettuce, Tomato, red onions, and pickles

Fries or cheese curds \$13.75

Breakfast burger

Angus beef

Bacon, Hashbrowns, Egg, cheese , lettuce, tomato, pickles

Fries or cheese curds \$15.75

Patty melt

Angus beef

Grilled onions

American cheese melted

on grilled rye bread

fries or cheese curds \$13.75

Ruben

Corned beef and slices

Sauerkraut

Melted swiss cheese

on Grill rye bread

fries or cheese curds \$13.75

Gyro

Gyro meat slide

Shredded lettuce

Diced tomatoes

Gyro sauce

fries or cheese curds \$13.99

Philly cheese steak

Shave steak

Grilled onions peppers

Mushrooms and swiss cheese

On Grilled hoagie bun

fries or cheese curds \$14.99

Grilled chicken sandwich

Grilled chicken
Lettuce tomatoes
Red onions and mayo
On burger bun \$13.99

Blackened chicken sandwich
romaine lettuce
Tomatoes mayo
Melted cheddar cheese
On hoagie bun \$14.49

Chicken tenders \$ 10.25

Meatloaf
Potatoes
Brown gravy
And veggies \$ 15.99

Smothered chicken
Mushrooms
Grilled onions
Melted swiss or
brown gravy
Potatoes
Veggies \$ 16.99

2 pc pork chop
Potatoes
Veggies \$15.99
kids menue
Chicken nuggets
And french fries \$ 7.79

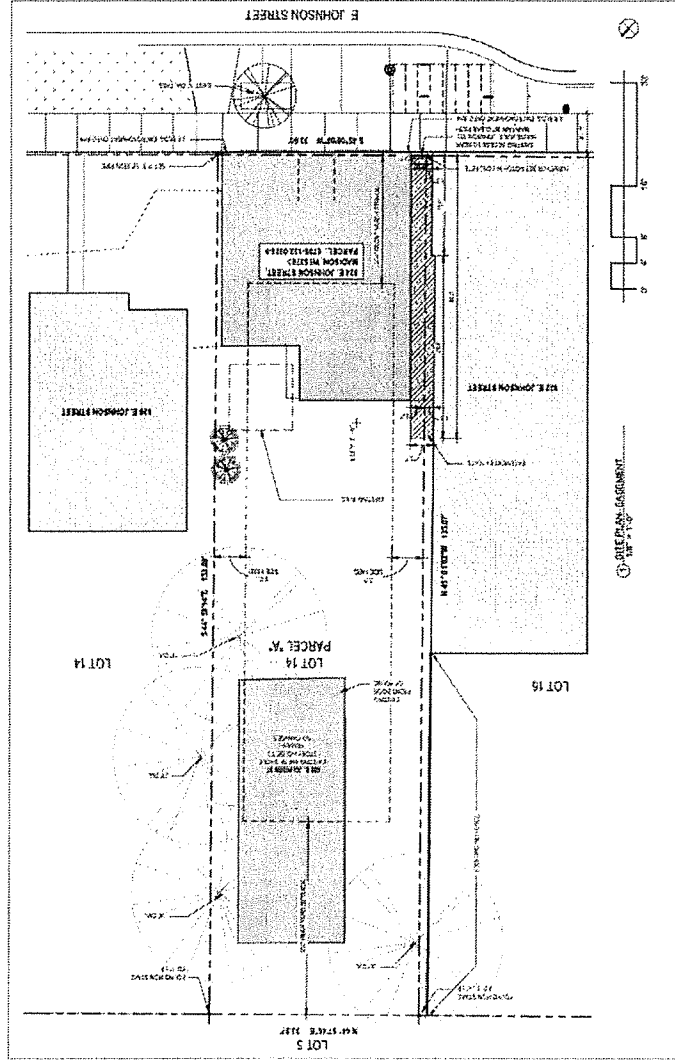
Kids plein burger
And french fries \$7.49

Kids Grilled cheese
And french fries \$ 6.75

Kids mac and cheese \$6.99

Kids hot dog
And french fries \$6.99

824/822 E JOHNSON ST
EASEMENT SITE PLAN
06/06/2019






El Rancho Breakfast and Tacos LLC

BUSINESS PLAN

PREPARED BY: JOSE TORRES

El Rancho Breakfast and Tacos LLC
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1. **Executive Summary** The purpose of this business plan is to outline the strategy and operations of a quick service Mexican restaurant. The restaurant aims to provide customers with delicious, affordable, and fast Mexican food in a vibrant and inviting atmosphere. The key objectives of the business are to achieve profitability within the first year, establish a loyal customer base, and expand to multiple locations within five years.
2. **Business Description** The quick service Mexican restaurant will be named "El Rancho Breakfast and Tacos" and will be located in a busy commercial area with high foot traffic. The restaurant will serve a variety of Mexican and American dishes, including tacos, burritos, quesadillas, nachos, in addition to serving breakfast menu options. The menu will also offer vegetarian and vegan options to cater to a wide range of dietary preferences. El Rancho Breakfast and Tacos will focus on using fresh and locally sourced ingredients to ensure the highest quality of food.
3. **Market Analysis** The market for quick service restaurants is growing rapidly, driven by the increasing demand for convenient and affordable dining options. Mexican cuisine has gained popularity worldwide, making it an attractive choice for a quick service restaurant. The target market will include busy professionals, students, families, and individuals looking for a quick and satisfying meal. Targeting those needing a quick breakfast and lunch option as well as space for guests to dine in.
4. **Competitive Analysis** El Rancho Breakfast and Tacos will face competition from existing quick service restaurants, including other Mexican food establishments. However, the restaurant will differentiate itself through the following strategies:
 - a. Authentic flavors: El Rancho Breakfast and Tacos will offer authentic Mexican flavors by using traditional recipes and high-quality ingredients
 - b. Speed and efficiency: The restaurant will emphasize quick service and efficient operations to cater to time-conscious customers.
 - c. Customization: El Rancho Breakfast and Tacos will allow customers to customize their orders to suit their preferences, offering a variety of protein and topping options.
 - d. d) Atmosphere: The restaurant will create a vibrant and welcoming ambiance through Mexican-inspired decor and music.
5. **Marketing and Sales Strategy** El Rancho Breakfast and Tacos will employ various marketing strategies to attract and retain customers, including:
 - a. Promotion: weekly special offers by day of the week.
 - b. Online presence: Establishing a website and active social media presence to engage with customers, share updates, and promote special offers.

- c. Local partnerships: Collaborating with nearby businesses and organizations to cross-promote each other's products or services including donations to non-profit organizations
 - d. Loyalty program: Implementing a loyalty program to reward frequent customers and encourage repeat visits.
6. **Operations Plan** The restaurant will operate six days a week, offering both dine-in and takeout services. Key operational aspects include:
- a. Menu development: Creating a diverse menu with a balance of popular Mexican dishes and innovative options.
 - b. Staffing: Hiring experienced chefs, kitchen staff, and friendly customer service personnel who can efficiently handle the quick service model.
 - c. Inventory management: Ensuring a steady supply of fresh ingredients while minimizing waste through careful inventory control.
 - d. Efficient workflow: Designing the kitchen and service area layout to optimize workflow and minimize customer wait times.
7. **Financial Projections** The financial projections for El Rancho Breakfast and Tacos include startup costs, revenue forecasts, and profit expectations. Key financial considerations include:
- a. Initial investment: Estimating the costs of leasehold improvements, equipment, furniture, marketing, and working capital.
 - b. Revenue forecast: Projecting sales based on market research, anticipated customer traffic, and average transaction values.
 - c. Cost management: Implementing effective cost control measures to optimize expenses related to food, labor, utilities, and overheads.
 - d. Profitability: Setting ambitious but realistic profit targets and monitoring financial performance regularly to make necessary adjustments.
8. **Conclusion** El Rancho Breakfast and Tacos aims to support the local neighborhood and nearby communities with quick and fresh healthy dining options while creating an inviting and excellent customer service experience