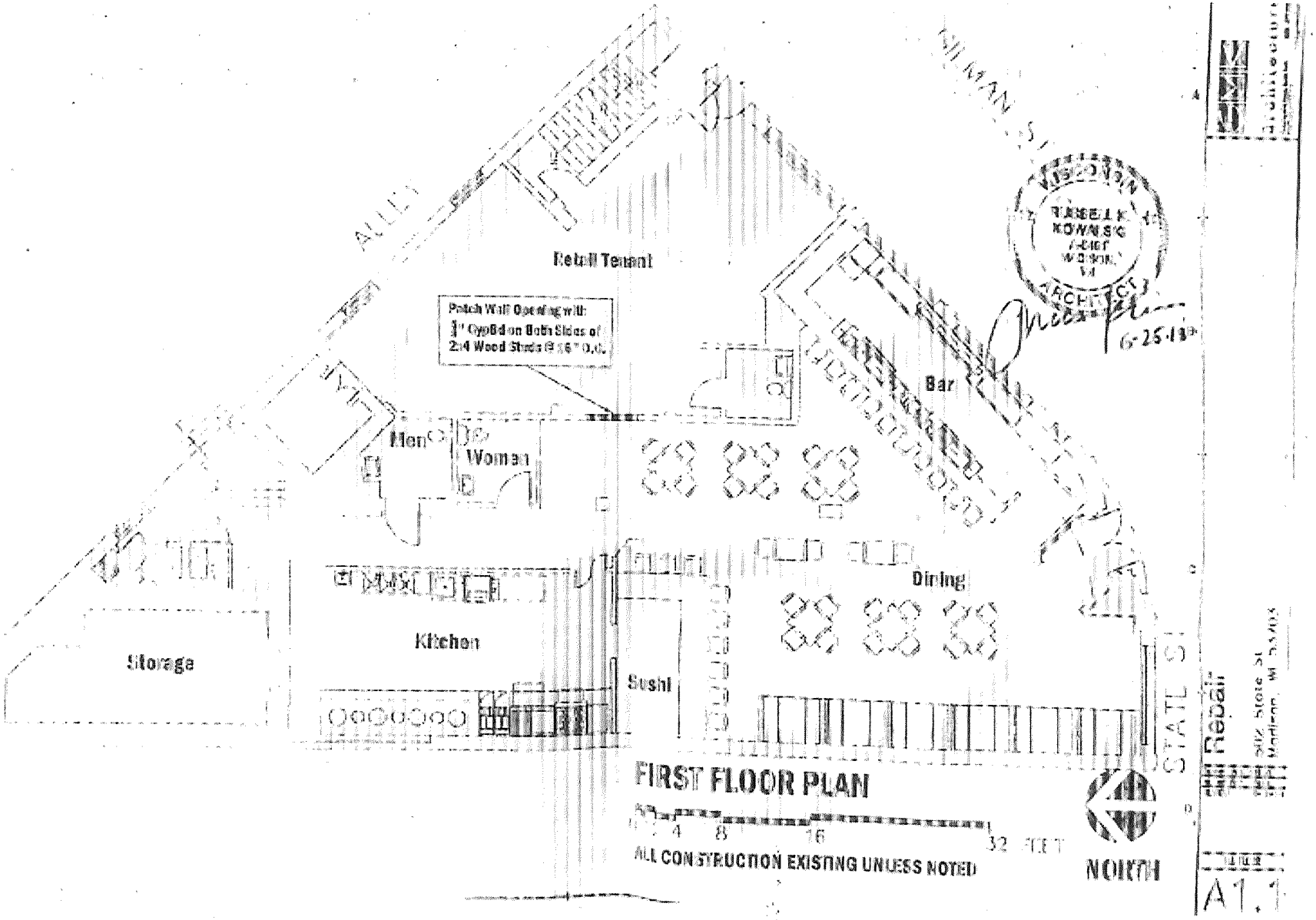
Retail Tenant
Patch Wall Opening with:
½" GypBd on Both Sides of
2x4 Wood Studs @ 16" O.C.
Men
Woman
Bar
Dining
Kitchen
Storage
Sushi
FIRST FLOOR PLAN
4
8
16
32 FEET
ALL CONSTRUCTION EXISTING UNLESS NOTED
NORTH
STATE ST
Rebar
A1.1

Business Plan

November 2021

John McCune, Founder & Owner
McCune's Edible Spoons LLC (DBA Sookie's Veggie Burgers)
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1.0 EXECUTIVE SUMMARY

The purpose of this plan is to lay out the future operations of Sookie's Veggie Burgers at 502 State Street, Madison WI 53703 for the review of the landlord(s) and/or building owner(s) of the property.

1.1 The Restaurant

Sookie's Veggie Burgers is a 100% plant-based fast food restaurant concept that will serve veggie burgers, baked fries, and "Sookies" (all-original drinks in-between a shake and a smoothie).

Additionally, plant-based versions of common fast food items such as chicken nuggets and milkshakes as well as waters and sodas will be sold.

1.2 Financing

Mr. McCune will raise $227,000 from a SBA guaranteed loan (decision in early December 2021) through WWBIC, contributing 10% from personal finances.

Mr. McCune has arranged for the purchase of the business's food trailer for additional working capital.

Mr. McCune will receive an additional $10,000 from the "Main Street Bounceback Program" https://wedc.org/programs-and-resources/mainstreet-bounceback-grants/

1.3 Mission Statement

Sookie's Veggie Burgers is prepared to meet the needs of the plant-hungry, eco-conscious UW-Madison community.

Our business follows an industry-wide trend towards providing plant-based products. We're doing it faster and more holistically than our competitors.

1.4 Sales Forecasts

Continuous growth is expected over the next three years due to the increasing awareness of the business throughout the UW-Madison community and Capitol community.

Pro Forma Profit and Loss (Yearly)

Sookie's
VEGGIE BURGERS

Sample Menu

Burgers
Impossible Burger...$10
California Burger...$10
Vegan Chicken Patty...$10
Black Bean Burger...$10

Sides
Tater Tots...$4
Sweet Potato Tots...$5
Hummus and Pita...$4
Hummus Trio...$6
Chips and Guac

Breakfast
Sweet Breakfast Sandwich...$9
Savory Breakfast Sandwich...$9
Hashbrowns...$4

Drinks
Wisco Pop Soda...$3
Boxed Water...$3
Bottled Beer...$5
Cocktails... $8