

# **Jalisco Cocina Mexicana BUSINESS PLAN**

Prepared by:

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## **I. EXECUTIVE SUMMARY**

Jalisco Cocina Mexicana (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 108 King St, Madison, Wisconsin 53703 with the expectation of rapid expansion in the restaurant and bar industry.

### **Business Description**

The Company shall be formed as Limited Liability Company under Wisconsin state laws and headed by Gerardo and Brooke Hernandez.

We currently operate a successful food cart. We are now ready to move into our brick and mortar and expand our business.

### **Business Mission**

Our mission is to bring you the flavors of Jalisco here in Downtown Madison

### **Product**

The Company's primary product will be Mexican Food: We are creating a menu to represent all the traditional foods of Jalisco with our family twist

## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the restaurant and bar industry presently makes 900,000 dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

### **Business Goals and Objectives**

#### **Short Term:**

Is to create a welcoming atmosphere and bring in the people of Madison to enjoy our food.

#### **Long Term:**

Be known as one of the best Mexican Restaurant in the city. To be able to expand to a possible second location.

### **Legal Issues**

The Company affirms that its promoters have acquired all legally required trademarks and patents.

# Beer &

## COCKTAILS

### House Margarita

Shaken with our house tequila mixed with our house recipe and triple sec served over ice

### Strawberry Margarita

Shaken as above add our house strawberry puree.

### Paloma

Tequila, fresh lime, and squirt soda served over ice

### Pina Colada

Rum, Coco Cream, pineapple juices and a splash of grenadine. topped with a pineapple and cherry.

### Jalisco Mule

Tequila, fresh lime juice, ginger beer and a fresh mint. make it spicy and add jalapeño.

### Mojito

Rum, Fresh lime juice, Agave Nectar, fresh mint and club soda Make it a TEQUILLA MOJITO and add our house tequilla.

### Mi Vida

Mezcal Passoa Liqueur, fresh lime juice, agave and strawberry puree

### Bloody Maria

Tequila, fresh lime juice, Bloody Maria mix and tapatio sauce

### Michelada Cerveza

Your choice of beer mixed with tomato juice, spices, peper and lime juice

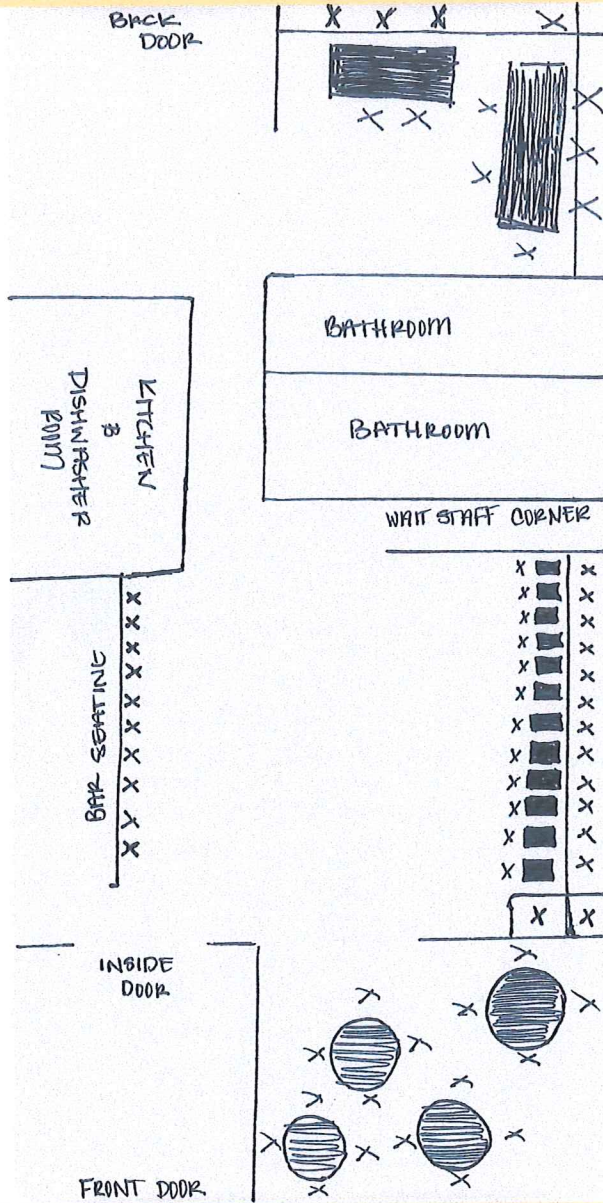
## BEER LIST

JALISCO  
CORONA  
MODELO SPECIAL  
NEGRA MODELO  
PACIFICO  
TECATE  
VICTORIA  
BUD LIGHT  
COOR LIGHT  
MICHELOB ULTRA

# Cocktails

JANISCO CIOJINA MEXICANA

OUTDOOR SEATING APPROX 25



OUTDOOR SEATING APPROX 25