

**MEXICAN GRILL**

**Open MON- SAT 7AM-10PM**

## **TACO TUESDAY**

**Taco's \$2.50/ Each**

**Your choice of,  
asada, chicken, tinga, chorizo, al pastor, carnitas,  
sheered beef. Served with onions, cilantro, on a corn  
torilla. (flour torrilla upon request)**

**608-251-1700**

**alabrasamadison**

**15 N Broom St Madison, WI 53703**

# Lunch Menu

Served from 11am-3pm

## Lunch Fajita

Your choice of, asada, chicken, tinga, chorizo, al pastor, carniñas, sheered beef. Served with onions, cilantro, on a corn tortilla. (flour tortilla upon request)

**\$9.99**

## Quesadilla Fajita

A lunch sized choice of grilled steak, chicken or veggies fajita served within a flour quesadilla.

**\$8.99**

## Burrito Fajita

A lunch sized choice of grilled steak, chicken or veggies fajita served within a flour quesadilla.

**\$8.99**

## Huevos Revueltos

Scrambled eggs mixed sauteed onions, tomato and jalapenos served and your choice of corn or flour tortillas.

**\$8.99**

## Huevos A La Mexicana

Huevo a la mexicana, comes with tomato, onions, jalapeno and scrambled eggs Served with rice and beans and your choice of either corn or flour tortillas

**\$8.99**

## Huevos Rancheros

Two Fried eggs over a corn tortilla covered with your choice of red or green salsa and a side of rice and beans.

**\$8.99**

## Chilaquiles Con Huevos

Tortilla chips tossed with your choice of red or green salsa then covered with cheese and sour cream along side your choice of scrambled or over-easy eggs, and a side of rice and beans.

**\$8.99**

## Taco Arabe

Flour tortilla filled with braised pork, zesty chipotle, salsa and limes.

**\$3.49**

## Tacos Campechanos

A delicious tacio that consist in your choice of two meats, served with onions and cilantro on a corn tortilla.

**\$2.99**

## Taco

Your choice of asada, chicken, tinga, chorizo, al pastor, carniñas, shered beef or lengua. Served with onions, cilantro on a corn tortilla (flour tortilla by request).

**\$2.99**

## Chalupas

8 small fried tortillas covered in cheese and salsa.

**\$3.49**

## Memela

A thick made oval tortilla covered with beans, onions, cheese covered with half red and half green salsa.

**\$4.99**

## Tostada

A delicious tostada layed with beans, a mound off lettuce, sour cream, cheese and your choice of meat or vegetables.

**\$4.99**

## Desserts

Home Desset (please ask) **\$4.99**

## Diner Menu

Served from 3pm to close

### Alambre

Strip of steak and chicken sauteed with ham, bacon, bell peppers and onions. Smothered in melted Oaxaca cheese. Served with beans and your choice of corn or flour tortillas.

**\$14.99**

### Fajitas

Your choice of grilled steak or chicken, sauteed with onions and bell peppers. Served with beans, rice, avocado, lettuce, salsa and your choice of corn or flour tortillas.

**\$13.99**

### Bistec a la mexicana

A pan grilled steak sauteed with onions, tomatoes and jalapenos. Served with rice and beans and your choice of corn flour tortillas.

**\$12.9**

### Cecina

A pan grilled cecina steak with grilled scallions and toreado hot peppers, avocado, queso rice and beans and your choice of corn or flour tortillas.

**\$12.99**

### Steak A La Brasa

Grilled steak cooked to perfection. Served with grilled scallions and toreado hot peppers, rice and beans and your choice of corn or flour tortillas.

**\$12.99**

### 3 Maria Combo

One sabrosa echilada combo platter: comes with one green or red enchilada topped with lettuce, cheese and sour cream and one mole enchilada with onions and sour cream. Served with rice and beans.

**\$11.49**

### Enchiladas A La Brasa

Rollled corn tortillas, stuffed with your choice of meat then smothered in your choice of salsa or mole. Topped with lettuce, onions, cheese and sour cream. Served with rice and beans.

**\$11.49**

### Enchilada de mole

Rollled corn tortillas, stuffed with chicken or cheese, then smothered in mole. Topped with onions and sour cream. Served with rice and beans.

**\$11.49**

### Mole Poblano

"Mole Poblano" is the quintessential Puebla dish. Grilled chicken breast smothered in our rich mole made from the scratch mole sauce. Served with delicious rice and beans and your choice of corn or flour tortillas.

**\$11.99**

### 3 Amigos Combo

A combo platter of one green or red tamale, one taco of your choice and one cheese or chicken enchilada in your choice of red or green salsa with cheese and sour cream.

**\$10.99**

### Pork Carnitas

Fried pork served with rice and beans and your choice of corn or flour tortillas.

**\$11.49**

### Mixed Fajitas

comes with chicken, steak and shrimp also includes rice y beans with your option of corn or flour tortilla.

**\$15.99**

### Nacho Bowl

Comes with rice, beans, your choice of carnitas, chicken, el pastor, asada, chorizo, shredded beef or tinga. Also with cheese dip, lettuce and sour cream.

**\$10.99**

## Desserts

**\$4.99**

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## Diner Menu

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Home Desset (please ask)



# Breakfast a la Brasa LLC BUSINESS PLAN

Prepared by:

Jose Zecua

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Madison, Wisconsin 53703  
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## **I. EXECUTIVE SUMMARY**

Breakfast a la Brasa LLC (referred to from hereon in as the "Company") is intended to be established as a Limited Liability Company at 45 S Bassett St, Madison, Wisconsin 53703 with the expectation of rapid expansion in the restaurant and food service industry.

### **Business Description**

The Company shall be formed as Limited Liability Company under Wisconsin state laws and headed by Jose Zecua.

Jose has the experience of running his own restaurant for the last 10 years. He owns another restaurant in the area and he wants to expand the quality of his food in a different environment adding breakfast experience to the local community.

### **Business Mission**

Serve the Madison Community breakfast experience they've ever had while supporting minority business.

### **New Service**

The Company is prepared to introduce the following service to the market:

Restaurant : Family restaurant offering traditional American breakfast food and adding Mexican dishes and ingredients. We would like to exceed the customers expectations by providing a blend of American and Mexican traditional meals in a cozy and warm atmosphere.



## **II. BUSINESS SUMMARY**

### **Industry Overview**

In the United States, the restaurant and food service industry presently makes 2,300 dollars in sales.

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

- UW University
- State buildings
- Business Owners
- General residents in the area

### **Business Goals and Objectives**

Short Term:

- Establish loyal customers clientele
- Determine regular dishes that we will keep in our menu.
- Exceed the customer expectation in each interaction.
- Make sure restaurant will continue operations after the first year.

Long Term:

- Make sure the restaurant is well know in the community and first choice for local to visit.
- Give back to the community supporting local minority businesses and charities.
- Run a successful restaurant for many years.

### **Legal Issues**

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



### III. MARKETING SUMMARY

#### Target Markets

The Company's major target markets are as follows:

We would like to attract the local Madison community to a different breakfast experience using quality and traditional Mexican ingredients. Our market is locals, businesses, and students.

The estimated number of potential clients within the Company's geographic scope is 47,184.

#### Promotional Strategy

The Company will promote sales using the following methods:

To advertise our new adventure we are going to use social media, radio and word of mouth.

#### SWOT Analysis

##### Strengths

- Quality of food
- Excellent customer service
- Hours of operation
- Owner experience

##### Weaknesses

- Many choices for restaurants
- New breakfast restaurant

##### Opportunities

- There is not Mexican restaurant in the area offering breakfast.
- Fill that gap of a different experience.

##### Threats

- Food prices
- Decline in economy
- Labor market
- New competitors

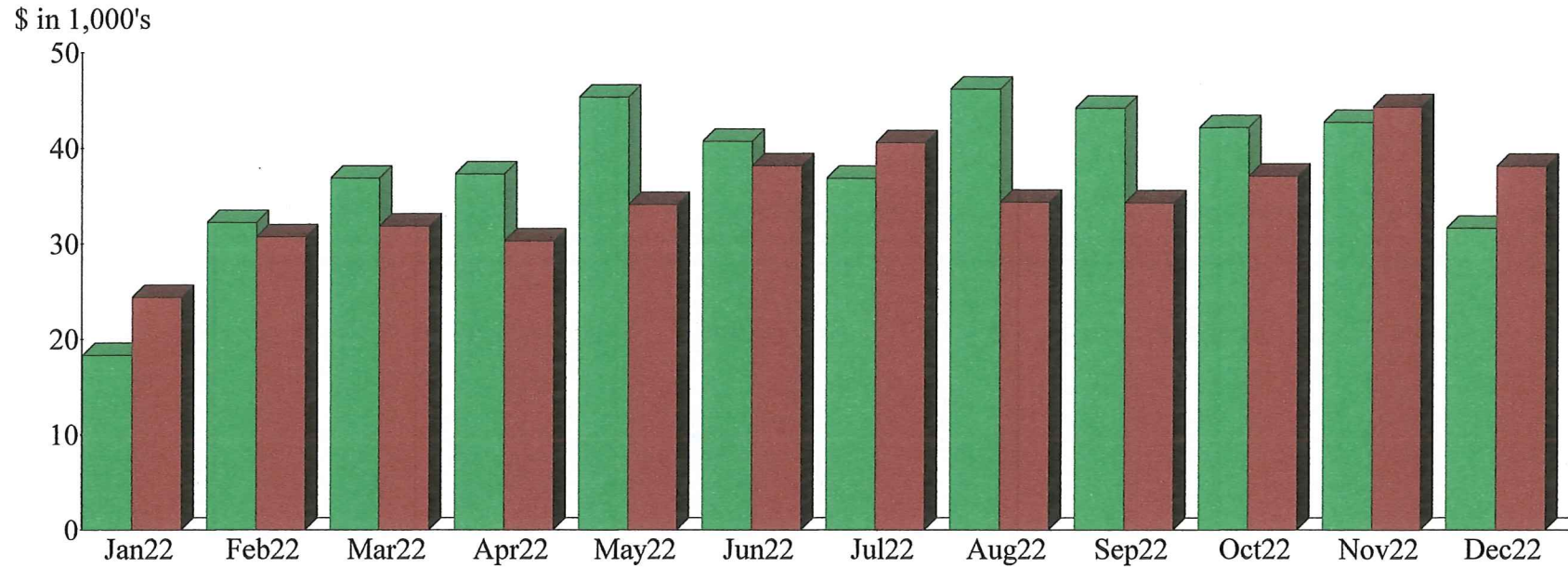
#### Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.



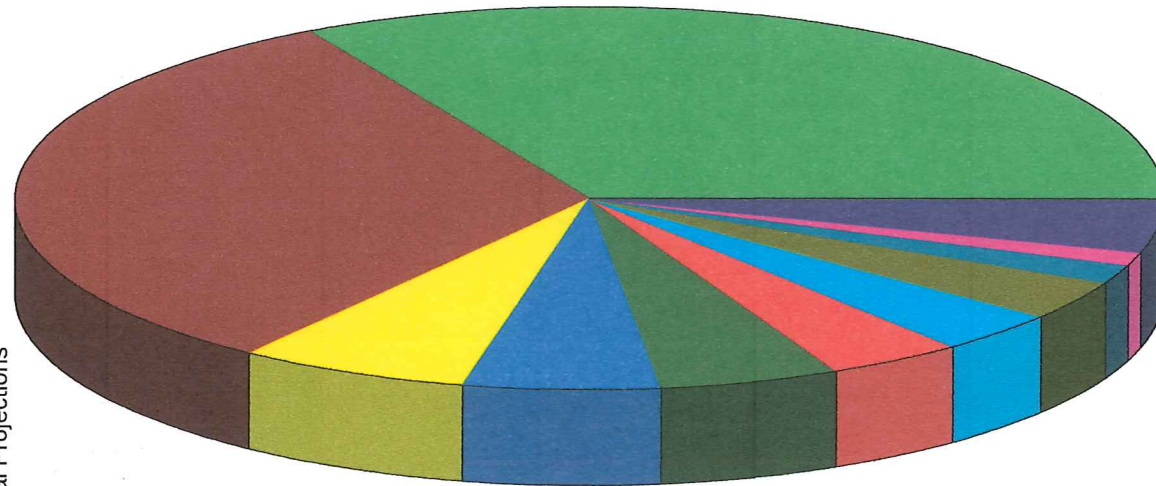
Income and Expense by Month  
January through December 2022

Income  
Expense



Expense Summary  
January through December 2022

*Payroll Expenses	33.12%
Food Purchases	31.89
Rent	6.63
Alcohol & Beverages	5.62
Restaurant Supplies	5.16
Utilities	3.91
Sales Tax Payable	3.55
Merchant Fees	3.41
Repairs & Maintenance	1.66
Accounting Fees	1.25
Other	3.81
<b>Total</b>	<b>\$418,538.98</b>



IV. FINANCIAL PLAN

Attached we have provided the following financial information:  
Financial Projections

Account