

BUSINESS PLAN

cucos mexican restaurant
4426 e. buckeye rd madison wi 53716

April 1, 2012

Business Plan - cuco s mexican restaurant

The Company

Company History

cucos mexican restaurant was identified in this location and after further research a decision was made to pursue this venture.e.g.

Company Goals and Objectives

in the next 12 months the company intends to open for busines and to implement a targeted advertasing campaign.the company anticipates 10 percent annual sales growth and at the end of five years the company anticipates gross sales 450,000annually.

Company Ownership Structure

cucos is owned by anita mosqueda as a incortporation. this business model was selected for tax reasons an for small business.

Company Management Structure

cucos is managed by anita mosqueda who is the owner.

Management and Ownership Background

anita mosqueda is the founding owner of cucos mex rest .anita mosqueda has worked for 15 years in the food industry.anita worked as a manager in cucos mexicans restaurant for the past two years. during this period she also completed a business management certificate at wisconsin restaurants association. also for lquor license.

Organizational Timeline

remodeling and renovations will begin febreury 1and will be completed by march 25.cucos will open for business on april 1.

Company Assets

cucos has purchased furnishings and store fixtures a resale value of \$20,000.

The Product

The Product

the primary product for cuco's will be traditional mexicans entries such as burritos ,fajitas,tacos.cuco's will focus on hig quality ingredients to distinguish itself from typical fast food outlets.cuco's provide 20-23 tables for costumers to stay and relax and enjoy an unhurried meal.

Product Patents

cuco's holds exclusive rigts to use the business name cuco's.

Future Products

cuco's plans to open one or more new locations within the city a 10 year timeframe. menus will also be periodically to take advantage of current trends.

Marketing Plan

The Target Market

the target market for cuco's will be the large commercial district to east side in that location.

Location Analysis

the location for cuco's is ideal to serve both the lunchtime crowds from the east side working district and is well positioned to serve the nearby evening theater traffic.

Established Customers

although cuco's does not have an existing customer base, market analysis of the location and target market indicates that cuco's enjoy strong sales.

Pricing

cuco's will set its pricing to be competitive within the market. with anticipated staffing requirements, inventory and rental costs, cuco's require average monthly sales of \$20,000 to break even.

Advertising

cuco's will use news paper advertising in order to help grow its standing in the marketplace.

Competitor Analysis

The Competitors

there are not several restaurants in the immediate area. there is one wendys, danys.

Competitor Strategies

competitors are targeting niche or specialty markets. cuco's can distinguish itself by environment combined good value.

SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)

Strengths

cuco's is conveniently located on a busy street with a large lunchtime customer base in a nearby commercial district as well a nearby residential district for evening dining. cuco's has assembled a highly qualified and motivated combination of owners and staff to ensure business success.

Weaknesses

success of cuco's depends on providing consistent, friendly services. it is important that cuco's is able to retain quality staff. cuco's will develop and maintain human resources policies designed to find and retain good staff.

Opportunities

if cuco's is successful in the current location then management will investigate opening another location within the city.

Threats

fast food companies, this will all provide competition for cuco's. cuco's will compete with advertisements promoting a healthy menu choices.

Operations

Daily Operations

cuco's will open for lunch and dinner seven days per week.

Operational Facilities

cuco's has selected a facility that provides 2604 square foot customer space with 75 feet of store front and a 500 square foot storeroom. the restaurant will have twenty three tables with seating for 80.

Staffing

cuco's will employ three full-time waiters, one full-time busboys, two full-time chefs .

Suppliers

cuco's has entered negotiations with several local food wholesalers for its produce and with a local bakery for its baked goods. meat products will be sourced from several local and regional wholesalers. cuco's is working to establish strong ties with local suppliers while also ensuring that a positive relationship exists with alternate suppliers order to minimize potential shortages.

Capital Requirements Plan

Capital Requirements

cuco's requires \$ 20,000 to complete the expansion and renovation of the selected location .cuco,s requires \$ 10,000 to cover any additional expenses where initial demand fails meet the cost related to rent staffing and inventory.

Capital Repayment Plan

all debt obligations related to this ventura will be repaid within five years. capital contributed by the owner will be considered capital contributions and will not be repaid.

Chef's Specials

Chile Colorado* Steak with red chile sauce. Served with rice, refried beans and corn or flour tortillas.	\$9.95	Bistek a la Tampiquena* Ribeye steak served with rice, refried beans, tossed salad, and corn or flour tortillas.	\$11.95
Mole Ranchero* Grilled chicken strips with mole sauce. Served with rice, refried beans and corn or flour tortillas.	\$9.00	Bistek Ranchero* Ribeye steak topped with nachos sauce. Served with rice, refried beans, and corn or flour tortillas.	\$11.95
Carnitas Pork tips served with rice, beans, guacamole salad, chile jalapeño, and corn or flour tortillas.	\$9.95	Bistek Americano* Ribeye steak served with French fries, tossed salad, and garlic bread.	\$11.95
Pollo Norteno* Two grilled seasoned chicken breast with six sautéed shrimp and onions topped with pineapple slices and cherries. Diced with melted cheese. Served with rice, refried beans, and corn or flour tortillas.	\$11.95	Add Shrimp	\$2.00
Pollo Asado* Grilled seasoned chicken breast with sautéed onions topped with cheese sauce. Served with rice, guacamole salad, and corn or flour tortillas.	\$10.25	Bistek Norteno* Ribeye steak with 6 sautéed shrimp and onions. Diced with cheese sauce. Served with rice, refried beans and corn or flour tortillas.	\$12.95
Pollo Loco* Grilled seasoned chicken breast with raw onions topped with our special sauce. Served with rice, lettuce, guacamole, and corn or flour tortillas.	\$10.25	Tres Amigos* Grilled chicken breast with steak and shrimp topped with onions and shredded cheese. Served with rice, lettuce, pineapple, guacamole, sour cream, pico de gallo and corn or flour tortillas.	\$12.50
Pollo Sante Fe* Grilled seasoned chicken breast cooked with onions, tomatoes, bell peppers, and mushrooms topped with cheese sauce. Served with rice, refried beans and corn or flour tortillas.	\$10.50	Shrimp Cocktail* Cooked shrimp in tomato juice and lime juice with chopped avocado, onions, tomatoes, and cilantro.	\$11.25
Arroz con Pollo o Camarón Choice of meat with grilled onions, bell peppers, and mushrooms. Served on a bed of rice with sour cream salad. Topped with nacho cheese.	\$8.95	Molcajete* Chicken, steak, shrimp, and chorizo in tomatillo sauce. Served in a hot stone with green onions, and pico de gallo. Comes with a side of rice, refried beans and house salad. Corn or flour tortillas.	\$13.95
Chicken Shrimp	\$10.25	Pescado a la Veracruzana* Grilled fish fillet in garlic butter sauce. Served with rice and grilled vegetables on the side.	\$10.75
Choripollo* Grilled seasoned chicken breast topped with chorizo and cheese sauce. Served with rice, refried beans and corn or flour tortillas.	\$10.75	Camarones al Mojo de Ajo* Sautéed shrimp in garlic butter and tender onions served with rice, refried beans, guacamole salad, and corn or flour tortillas.	\$11.95
Carne Asada* Ribeye steak served with avocado salad, rice, refried beans and corn or flour tortillas.	\$11.50	Camayones a la Diabla* Cajun spiced shrimp served with guacamole salad, rice, refried beans, and corn or flour tortillas.	\$11.95

Side Orders

Mexican Rice	\$1.95	Tostaguac	\$3.75
Beef	\$1.95	Chicken and Beans	\$3.75
Flour Tortillas (3)	\$1.95	Chile Poblano	\$3.25
Corn Tortillas (4)	\$1.95	Cooked Shrimp* (12)	\$6.50
Tostada	\$3.50		

Children's Menu

Kids 13 and under. Over 12, add \$1.00

Hot dog and French fries	\$3.75	Cheese quesadilla and French fries	\$3.75
Cheese burger and French fries	\$3.75	Mini-Round pizza	\$3.75
Chicken nuggets and French fries	\$3.75	Burrito and taco	\$3.75
Corn dog and French fries	\$3.75	Cheese quesadilla and rice	\$3.75
Enchilada, rice and refried beans	\$3.75	Kid's Drinks	\$1.00

* WARNING: The consumption of raw or undercooked food items on the menu may pose a health risk to highly susceptible people such as the elderly, children under the age of 4, pregnant women, and immunocompromised individuals.

CAUTION: ALL PLATES ARE HOT!! FOOD ALLERGY: Please ask your server about ingredients.

Lunch Menu

Served between 11:00 am & 3:00 pm Monday through Saturday only.

Speedy Gonzalez One taco, one enchilada, choice of rice or refried beans.	\$5.25	Burrito a la Roqueta* Flour tortilla filled with grilled chicken or pork. Topped with cheese sauce, tomatillo sauce, and pico de gallo. Served with rice and refried beans.	\$7.49
Special #1 One chile poblano, one taco, refried beans, lettuce, and guacamole salad.	\$5.50	Chimichanga Fried flour tortilla filled with shredded beef or chicken, topped with cheese sauce, served with guacamole salad, sour cream, sliced tomatoes and rice or refried beans.	\$6.95
Special #2 One beef burrito, rice, and refried beans.	\$5.50	Burrito Deluxe Chicken or beef burrito topped with nachos sauce. Served with salad, sour cream, guacamole, and rice.	\$6.95
Special #3 One beef enchilada, rice, and refried beans.	\$5.50	Pollo Fundido* One rolled deep fried flour tortilla filled with grilled chicken and topped with cheese sauce and sour cream. Served with rice and salad.	\$7.49
Special #4 One chile relleno, one taco, rice, and refried beans.	\$5.50	Pollo Norteno* Grilled chicken, shrimp, and onions with a pineapple slice and a cherry. Drizzled with cheese sauce and served with rice, refried beans, and corn or flour tortilla.	7.75
Special #5 One burrito, one taco, and rice.	\$5.50	Santa Fe* Grilled chicken breast with onions, tomatoes, bell peppers, mushrooms, and cheese sauce. Served with rice, refried beans, and corn or flour tortillas.	\$7.49
Quesadilla Supreme Chicken or beef, served with lettuce, sour cream, guacamole, rice or refried beans.	\$6.25	Choripollo* Grilled seasoned chicken breast topped with chorizo and cheese sauce. Served with rice, refried beans, and corn or flour tortillas.	\$7.49
Fajita Quesadilla* Flour tortilla filled with chicken or steak cooked with cheese, bell peppers, onions, and tomatoes. Served with rice, refried beans, lettuce, and guacamole salad.	\$7.49	Pollo Asado* Chicken breast topped with onions and cheese sauce. Served with rice, lettuce, guacamole, and corn or flour tortilla.	\$7.49
Quesadilla Grande* One 10" tortilla filled with steak or chicken, bacon, tomatoes, onions and mushrooms. Topped with cheese sauce. Served with rice, lettuce, sour cream, and pico de gallo.	\$7.49	Huevos Con Chorizo* Two scrambled eggs topped with Chorizo. Served with rice, refried beans and corn or flour tortillas.	6.95
Fajita Burrito* Burrito stuffed with tender slices of steak or chicken cooked with onions, tomatoes and bell peppers. Topped with cheese sauce. Served with rice and refried beans.	\$7.49	Huevos Rancheros* Two over easy eggs topped with nachos sauce. Served with rice, refried beans, and corn or flour tortillas.	\$5.95
Burrito Chocho* Flour tortilla filled with grilled chicken and topped with cheese sauce. Served with pico de gallo, rice, and refried beans.	\$7.49	Lunch Fajita* Lunch size portion with onions, lettuce, tomatoes, sour cream, and guacamole. Served with rice, refried beans, and corn or flour tortillas.	\$7.49
Burrito Grande* 10" flour tortilla filled with steak or chicken, rice, refried beans, lettuce, sour cream, and pico de gallo.	\$7.49	Ranchera (Steak, chicken, shrimp, and bacon)	\$8.25
Fiesta Cheese Steak* Burrito stuffed with tender slices of steak cooked with onions and tomatoes. Topped with cheese sauce. Served with lettuce, sour cream, guacamole, and rice or refried beans.	\$7.49	Beef or Chicken	\$7.49
Burrito Frito Fried burrito filled with shredded beef or chicken. Served with rice and refried beans.	\$5.95	Shrimp	\$7.95

Soft Drinks

\$1.99
Iced Tea, Coffee, Milk, Orange Juice, Coke, Diet Coke, Coke Zero, Cherry Coke, Fanta, Orange, Sprite, Lemonade, Mountain Dew, Root Beer



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Bienvenidos Amigos!

CUCO'S

MEXICAN RESTAURANT

608.845.7100

1050 N. Edge Trail
Verona, WI 53593

Dine in or carry out

For carry out orders, please add 35¢ per item.

Dips and Appetizers

Bean Dip	\$3-95	Nachos with Cheese	\$4-50
Cheese Dip	\$3-25	Nachos Supreme	\$7-99
Guacamole Dip	\$3-00	Nachos topped with cheese, your choice of ground beef or chicken, refried beans, lettuce, tomatoes, sour cream, and guacamole.	
Avocado Slices	\$2-25	Nachos with Beef and Shrimp	\$5-99
Shredded Cheese	\$1-00	Nachos with Beef	\$5-50
Sour Cream	\$1-00	Nachos with Chicken	\$5-99
Pico de Gallo	\$1-00	Nachos Fajitas*	\$9-95
Grilled Peppers	\$1-00	Cooked with onions, tomatoes, and bell peppers.	
Jalapeno Peppers	\$5-99	Chicken or Steak	\$13-45
Queso Fundido*	\$4-99	Shrimp	
Chorizo with nacho cheese. Served with three flour tortillas.			

Soup and Salads

Chicken Soup	\$6-25	Guacamole Salad	\$3-25
Chunks of chicken with rice, pico de gallo, and avocado. Served with fried tortilla strips.		Lettuce, cheese, tomato and guacamole	
Taco Salad	\$7-50	Tossed Salad	\$2-75
Crispy flour tortilla bowl filled with chicken or beef, refried beans, lettuce, sour cream, guacamole, tomatoes, and shredded cheese.		Lettuce, tomato, onions, cheese, and bell pepper.	
Fajita Taco Salad*	\$6-75	Grilled Salad*	\$7-95
Crispy flour tortilla filled with your choice of steak, chicken or shrimp fajitas. Served with sour cream, cheese, guacamole, lettuce, tomato, rice, and refried beans.		Grilled chicken breast, steak or shrimp served with lettuce, tomatoes, onions, and shredded cheese.	
Steak or Chicken	\$8-45	Steak or Chicken	\$6-75
Shrimp	\$9-95	Shrimp	\$7-95

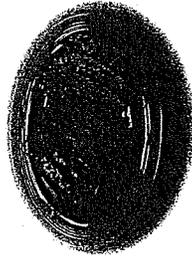
A La Carte

Quesadillas	(1) \$2.50 (2) \$3.95	Grilled Chicken or Steak	(1) \$4.50 (2) \$8.00
Chips	(1) \$1.25 (2) \$2.50	Shrimp*	(1) \$4.50 (2) \$8.00
Mushroom	(1) \$3.75 (2) \$7.00	Vegetarian Diners	(1) \$3.95 (2) \$7.25
Chicken	(1) \$3.75 (2) \$7.00	Two chicken and two beef enchiladas topped with cheese, green mild sauce and sour cream.	
Beef	(1) \$3.75 (2) \$7.00	Enchiladas Suizas	\$8-50
		Two chicken and two beef enchiladas topped with cheese, green mild sauce and sour cream.	
Burritos	(1) \$3.50 (2) \$6.75	Enchiladas Supreme	\$8-75
Bean or Cheese	(1) \$3.75 (2) \$6.95	One chicken, one beef, one cheese, and one bean enchiladas topped with ranchera sauce, lettuce, sour cream, guacamole and tomatoes.	
Beef or Chicken	(1) \$3.75 (2) \$6.95	Enchiladas Rancheras*	\$8-50
		Three cheese enchiladas topped with ranchera sauce, lettuce and guacamole. Served with rice.	
Tamales: Tacos & Enchiladas	(1) \$2.25 (2) \$4.50	Enchiladas Verdes	\$8-50
Tamales	(1) \$1.70 (2) \$3.40	Three cheese enchiladas topped with green sauce and pork tips. Served with rice and guacamole salad.	
Taco (Hard Shell)	(1) \$2.25 (2) \$4.50	Enchiladas Rancheras*	\$8-50
Beef or Chicken	(1) \$2.25 (2) \$4.50	Three cheese enchiladas topped with ranchera sauce, lettuce and guacamole. Served with rice and guacamole salad.	
Taco (Soft Shell)	(1) \$2.25 (2) \$4.50	Enchiladas Rancheras*	\$8-50
Beef or Chicken	(1) \$2.25 (2) \$4.50	Three cheese enchiladas topped with ranchera sauce, lettuce and guacamole. Served with rice and guacamole salad.	
Steak	(1) \$2.25 (2) \$4.50		
Enchiladas: Chicken or Beef	(1) \$2.25 (2) \$4.50		

Combinations

(No substitution except for rice or beans)

1. Two enchiladas, one taco, rice or refried beans	\$8-50	11. One burrito, one enchilada, one taco and refried beans	\$8-50
2. One enchilada, one taco, one bean tostada and refried beans		12. One burrito, one enchilada, one taco and refried beans	
3. One enchilada, one chile poblano, one taco and refried beans		13. One beef burrito, one chile poblano and refried beans	
4. One taco, one enchilada, one tostada with nacho cheese		14. One burrito, one tamal, one enchilada	
5. One cheese enchilada, one beef enchilada, rice and refried beans		15. One nacho cheese tostada, one bean tostada, one taco	
6. One enchilada, one taco, rice and refried beans		16. One beef enchilada, one bean enchilada, one chile poblano	
7. One enchilada, one chile poblano, rice and refried beans		17. One burrito, one taco, rice and refried beans	
8. One tamal, one taco, rice and refried beans		18. One burrito, one taco, rice and refried beans	
9. One cheese quesadilla, one chicken enchilada and refried beans		19. One burrito, one enchilada, one tostagua	
10. Two tacos, rice, and refried beans		20. One burrito, one chile poblano, one taco	
		21. One burrito, one bean tostada, one taco	
		22. One quesadilla, one chicken enchilada, one chile poblano	
		23. One burrito, one tamal, one tostagua	
		24. One burrito, one bean tostada, and refried beans	
		25. One burrito, one enchilada, rice and refried beans	
		26. One burrito, one enchilada, one chile poblano	
		27. One chicken burrito, one tamal and rice	



- A. Bean burrito, cheese enchilada, and bean tostada.
 - B. Cheese enchilada, one bean tostada and refried beans.
 - C. Bean burrito, one bean tostada, and one cheese quesadilla.
 - D. Cheese enchilada, a bean burrito topped with cheese sauce and Mexican rice.
 - E. Chile poblano, potato burrito, and spinach enchilada.
 - F. Vegetarian Fajitas
- A mixture of broccoli, carrots, mushrooms, onions, cauliflower, tomatoes, and green bell peppers. Served with guacamole salad, rice, beans, and corn or flour tortillas.

Fajitas

Your favorite meats grilled with onions, bell peppers, and tomatoes; brought sizzling to your table. Served with rice, refried beans, and salad.

Steak or Chicken*	Single \$11-25	Double \$19-95
Mixed* (Steak and chicken)	\$11-50	\$20-50
Texano* (Steak, chicken and shrimp)	\$12-25	\$21-95
Ranchero* (Steak, chicken, shrimp and bacon)	\$12-50	\$22-25
House Special* (Steak, chicken, shrimp, and pork)	\$12-50	\$22-25
Hawaiian* (Steak, chicken, Bacon Ham and pineapple)	\$12-50	\$22-25
Shrimp*	\$13-50	\$24-25
Cuco & Special*	\$14-75	\$27-50

We use our special recipe to cook steak, chicken, shrimp and chorizo served on top of a quesadilla with steak, sautéed onions, bell peppers, rice and refried beans garnished with lettuce, sour cream, guacamole, pico de gallo and corn or flour tortillas.

House Specials

Taquitos Mexicanos	\$8-25	Burrito Cuco's*	\$9-95
Four rolled, deep fried corn tortillas, two chicken, two shredded beef. Served with lettuce, sour cream, guacamole, and pico de gallo.		12-inch flour tortilla filled with chicken or steak, and choro, rice, refried beans, guacamole, sour cream, lettuce, and pico de gallo. Topped with melted cheese and ranchero sauce.	
Chimichanga*	\$8-95	Pollo Fundido*	\$8-95
Two deep fried, flour tortillas filled with chicken, shredded beef or shrimp, topped with melted cheese, served with rice or refried beans, sour cream, lettuce, and guacamole.		Two rolled deep fried flour tortillas filled with grilled chicken and topped with cheese sauce and sour cream. Served with rice and salad.	
Chicken or Shredded Beef	\$8-95	Quesadilla Grande*	\$9-50
\$10-25		One 10-inch flour tortilla filled with steak or chicken, bacon, tomatoes, onions, and mushrooms topped with cheese sauce. Served with rice, lettuce, sour cream, and pico de gallo.	
Cuco's Cheese Steak*	\$9-50	Quesadilla Supreme	\$7-50
Two burritos stuffed with tender steak, cooked with onions and tomatoes topped with cheese sauce. Served with lettuce, sour cream, guacamole and rice or refried beans.		Chicken or beef served with lettuce, sour cream, guacamole, rice or refried beans.	
Burrito a la Roqueta*	\$9-50	Rollad Quesadilla*	\$8-25
Two flour tortillas filled with grilled chicken or pork. Topped with cheese sauce, tomato sauce, and pico de gallo. Served with rice and refried beans.		12-inch tortilla filled with grilled chicken and pico de gallo with lettuce, sour cream, and guacamole one the side. Rolled and cut into 4 pieces.	
Burritos Texanos*	\$9-75	Fajita Quesadilla*	\$9-50
Two burritos filled with grilled steak, rice and beans topped with melted cheese. Served with guacamole salad.		Flour tortilla filled with chicken, steak or shrimp, cooked with cheese, bell peppers, onions, and tomatoes. Served with rice, refried beans and guacamole salad.	
Fajita Burrito*	\$9-75	Chicken Steak	\$10-25
Two burritos stuffed with tender slices of steak, chicken or shrimp cooked with onions, tomatoes, bell peppers, and topped with cheese sauce. Served with rice and refried beans.		Shrimp	\$9-50
Chicken	\$9-75	Chiles Poblanos	\$9-50
Steak	\$10-25	Two poblanos peppers stuffed with cheese, dipped in egg batter and then fried. Topped with ranchero sauce. Served with rice, refried beans, and corn or flour tortillas.	
Burritos Deluxe	\$8-50	Carnitas Tacos	\$9-25
Two burritos, one chicken and refried beans, and one beef and refried beans topped with ranchero sauce, lettuce, sour cream, and tomatoes.		Three pork tips tacos with lettuce, cheese and tomatoes. Served with rice and refried beans.	
Burritos Chochos*	\$9-75	Steak Tacos*	\$9-25
Two flour tortillas filled with grilled chicken topped with cheese sauce. Served with pico de gallo, rice and refried beans.		Three steak tacos with lettuce, cheese and tomatoes. Served with rice and refried beans.	
Burrito Mexicano*	\$9-95	Grilled Chicken Tacos*	\$9-25
12-inch flour tortilla filled with chicken or steak, grilled peppers, onions, tomatoes rice and refried beans. Topped with melted cheese, green salsa and red salsa.		Three grilled chicken tacos with lettuce, cheese and tomato.	
Burrito Grande*	\$9-25	Fish Tacos*	\$9-75
One rain, flour tortilla filled with steak or chicken, rice, refried beans, lettuce, sour cream and pico de gallo. Topped with melted cheese and special red mild sauce.		Three grilled tilapia tacos with lettuce, cheese and tomato. Served with rice and refried beans.	
Chorizo Tacos*	\$9-25	Chorizo Tacos*	\$9-25
Three Mexican sausage tacos with lettuce, cheese and tomatoes. Served with rice and refried beans.		Three Mexican sausage tacos with lettuce, cheese and tomatoes. Served with rice and refried beans.	