

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning June 20 12 :
ending May 20 13

TO THE GOVERNING BODY of the: ☐ Town of } Madison
☐ Village of }
☒ City of }
County of Dane Aldermanic Dist. No. 6 (if required by ordinance)

1. The named ☐ INDIVIDUAL ☐ PARTNERSHIP ☒ LIMITED LIABILITY COMPANY
☐ CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): Viet House LLC

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Owner</u>	<u>Huan Le</u>	<u>3018 Greenway Trl. Madison WI 53719</u>
Vice President/Member	<u>Owner</u>	<u>Trung Nguyen</u>	<u>1425 Cardinal Ln Greenway WI 53713</u>
Secretary/Member			
Treasurer/Member			
Agent	<u>HUONG VUONG</u>	<u>3018 Greenway Trl. Madison WI 53719</u>	
Directors/Managers			

3. Trade Name Viet House Business Phone Number 608-244-7336
4. Address of Premises 2817 E Washington Ave Madison Post Office & Zip Code 53704
5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? ☐ Yes ☒ No
6. Is the applicant an employee or agent of, or acting on behalf of anyone except the named applicant? ☐ Yes ☒ No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? ☐ Yes ☒ No
8. (a) Corporate/limited liability company applicants only: Insert state WI and date 4/5/12 of registration.
(b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? ☐ Yes ☒ No
(c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? ☐ Yes ☒ No
(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)
9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.)
10. Legal description (omit if street address is given above):
11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? ☒ Yes ☐ No
(b) If yes, under what name was license issued?
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] ☒ Yes ☐ No
13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [phone (608) 266-2776] ☒ Yes ☐ No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? ☒ Yes ☐ No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 30th day of April, 2012
Thomas [Signature]
(Clerk/Notary Public)
My commission expires 05/25/2015
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner/Individual)
[Signature]
(Officer of Corporation/Member/Manager of Limited Liability Company/Partner)
[Signature]
(Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council/board	Date of license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

LCLIB-2012-00289

City of Madison Supplemental Class B License Application

<input checked="" type="checkbox"/> Seller's Permit Number <input checked="" type="checkbox"/> Federal Employer Identification # <input checked="" type="checkbox"/> Notarized Original Application Form <input checked="" type="checkbox"/> Notarized Supplemental Form <input type="checkbox"/> Orange Sign (Clerk's Office provides at time of application)	<input checked="" type="checkbox"/> Written Description of Premise <input checked="" type="checkbox"/> Background Investigation Form(s) <input type="checkbox"/> Notarized Transfer of Ownership <input checked="" type="checkbox"/> *Articles of Incorporation <input checked="" type="checkbox"/> *Notarized Appointment of Agent <small>* Corporation/LLC only</small>	<input checked="" type="checkbox"/> Floor Plans <input checked="" type="checkbox"/> Lease <input checked="" type="checkbox"/> Sample Menu <input checked="" type="checkbox"/> Business Plan
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1. Name of Applicant/Partner/Corporation/LLC Viet House LLC
2. Address of Licensed Premise 2817 East Washington Madison WI 53704
3. Telephone Number: 608-244-7336 4. Anticipated opening date: June 2012
5. Mailing address if not opening immediately Same as above
6. Have you contacted the Alderperson, Police Department District Captain, Alcohol Policy Coordinator, and the neighborhood association representative for the area in which you intend to locate? ☒ Yes ☐ No
7. Are there any special conditions desired by the neighborhood? ☐ Yes ☒ No
 Explain. _____
8. Business Description, including hours of operation: Vietnamese Restaurant
Monday - Sunday 11:00 AM - 9:00 PM
9. Do you plan to have live entertainment? ☒ No ☐ Yes—What kind? _____
10. Detailed written description of building, including overall dimensions, seating arrangements, capacity, bar size and all areas where alcohol beverages are to be sold and stored. **The licensed premise described below shall not be expanded or changed without the approval of the Common Council.**
Restaurant form a "Square" shape that can accommodate up to 150 guests. Table and chair booth forms the setting (3780 square feet) Alcohol beverage will be stored in kitchen cooler and locked closet.
11. Are any living quarters directly or indirectly accessible and under control of the applicant? ☐ Yes ☒ No
 Please note that alcohol may be sold and stored only on the licensed premise, not in living quarters.
12. Describe existing parking and how parking lot is to be monitored. Multiple entryway into the parking lot with bright parking lights fixtures
13. Describe your management experience, staffing levels, duties and employee training.
With more than 10 yrs experience in customer service relation
14. Identify the **registered agent** for your Corporation or LLC. This is your corporation's agent for service of process, notice or demand required or permitted by law to be served on the corporation.
HUONG-VUONG 3018 Greenway Trl. Madison WI 53719
Name Address

15. Utilizing your market research, who would you project your target market to be?

Asian & American customers

16. What age range would you hope to attract to your establishment? 25 and above of age

17. Describe how you plan to advertise/promote your business. What products will you be advertising?

Vietnamese foods advertise through new paper

18. Are you operating under a lease or franchise agreement? ☐ Yes (attach a copy) ☒ No

19. Owner of building where establishment is located: East Shopping Center

Address of Owner: 2901 International Ln Suite 100 Phone Number 608-442-5044

20. Private organizations (clubs): Do your membership policies contain any requirement of "Invidious" (likely to give offense) discrimination in regard to race, creed, color, or national origin? ☐ Yes ☒ No

21. List the Directors of your Corporation/LLC

N/A
Name Address

Name Address

Name Address

22. List the Stockholders of your Corporation/LLC

N/A
Name Address % of Ownership

Name Address % of Ownership

Name Address % of Ownership

23. What type of establishment are you? (Check all that apply) ☐ Tavern ☐ Nightclub ☒ Restaurant

☐ Other Please Explain. _____

24. What type of food will you be serving, if any? Vietnamese food

☒ Breakfast ☒ Lunch ☒ Dinner

25. Please submit a sample menu with your application, if possible. What might eventually be included on your operational menu when you open? ☒ Appetizers ☒ Salads ☒ Soups ☒ Sandwiches ☒ Entrees

☒ Desserts ☐ Pizza ☒ Full Dinners

26. During what hours of your operation do you plan to serve food? Monday -> Sunday 11:00AM - 9:00 PM

27. What hours, if any, will food service not be available? 9:15 PM through 10:45 AM
28. Indicate any other product/service offered. N/A
29. Will your establishment have a kitchen manager? ☒ Yes ☐ No
30. Will you have a kitchen support staff? ☒ Yes ☐ No
31. How many wait staff do you anticipate will be employed at your establishment? 2
During what hours do you anticipate they will be on duty? 10:30 AM - 9:30 PM
32. Do you plan to have hosts or hostesses seating customers? ☒ Yes ☐ No
33. Do your plans call for a full-service bar? ☐ Yes ☒ No
If yes, how many bar stools do you anticipate having at your bar? _____
How many bartenders do you anticipate you would have working at one time on a busy night? _____
34. Will there be a kitchen facility separate from the bar? ☐ Yes ☒ No
35. Will there be a separate and specific area for eating only? ☒ Yes ☐ No
If yes, what will be the seating capacity for that area? 150 guests
36. What type of cooking equipment will you have? ☒ Stove ☒ Oven ☒ Fryers ☒ Grill ☒ Microwave
37. Will you have a walk-in cooler and/or freezer dedicated solely to the storage of food products? ☒ Yes ☐ No
38. What percentage of your overall payroll do you anticipate will be devoted to food operation salaries?
100%
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you anticipate will be related to food? 100%
What percentage of your advertising budget do you anticipate will be drink related? 0
40. Are you currently, or do you plan to become, a member of the Madison—Dane County Tavern League or the Tavern League of Wisconsin? ☒ Yes ☐ No
41. Are you currently, or do you plan to become, a member of the Wisconsin Restaurant Association or the National Restaurant Association? ☒ Yes ☐ No
-

42. What is your estimated capacity? 150 guests

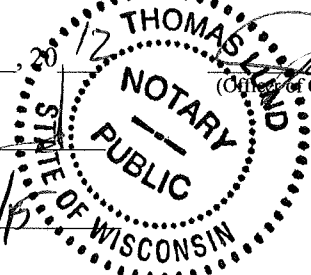
43. Pursuant to Chapter 38.02 of the Madison General Ordinances, all restaurants and taverns serving alcohol beverages shall substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. For new establishments, the percentage will be an estimate.

Gross Receipts from Alcoholic Beverages	4 %
Gross Receipts from Food and Non-Alcoholic Beverages	96 %
Gross Receipts from Other	0 %
Total Gross Receipts	100%

44. Do you have written records to document the percentages shown? ☐ Yes ☒ No
You may be required to submit documentation verifying the percentages you've indicated.

Read carefully before signing: Under penalty provided by law, the applicant states that the above information has been truthfully completed to the best of the knowledge of the signer. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted will not be assigned to another. Any lack of access to any portion of a licensed premise during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Subscribed and Sworn to before me:

this 30th day of April, 2012
Thomas L. [Signature]
(Clerk/Notary Public)
My commission expires 05/25/15

(Official of Corporation/Member of LLC/Partner/Individual)

Appointment of New Liquor/Beer Agent

To be completed by Corporate Officer or Member of LLC

I, Huan Le, officer/member for Viet House LLC

(Corporation/LLC), doing business as Viet House authorize and appoint

Huong Vuong (Name) as the liquor/beer agent for the premise

located at 2817 East Washington Ave.
Madison, WI 53704

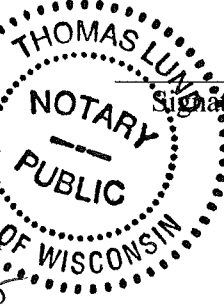
Subscribed and sworn to before me this

30th Day of April, 2012

Thomas L. Lund

Notary Public, Dane County, Wisconsin

My Commission Expires 05/25/15



Huan Le
Signature of Officer/Member

To be completed by appointed Liquor/Beer Agent

I, HUONG VUONG, appointed liquor/beer agent for

Viet House LLC (name of Corporation or LLC), being first duly sworn

say I have vested in me, by properly authorized and executed written delegation, full authority

and control of the premise described in the license of such corporation or limited liability

company, and I am involved in the actual conduct of the business as an employee, or have a

direct financial interest in the business of the licensee, therein relating to the intoxicating

liquor/fermented malt beverage. The interest I have in the business is 100%.

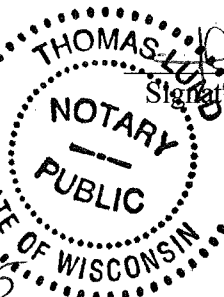
Subscribed and sworn to before me this

30th Day of April, 2012

Thomas L. Lund

Notary Public, Dane County, Wisconsin

My Commission Expires 05/25/15



Huong Vuong
Signature of Agent

The appointed Liquor/Beer Agent must complete the other side of this form.



ID NO. 7763621

CARD NO. 8989630

ServSafe Alcohol® CERTIFICATE

HUONG VUONG

Card expires three years from the date of the examination. Local laws apply.

DATE OF EXAMINATION

4/20/2012

Complies with WI State Stats. s.125.04(5)(a)5
& s.125.17(6) & s.134.66

NATIONAL
RESTAURANT
ASSOCIATION®

This certificate confirms completion of the **ServSafe Alcohol®**
responsible alcohol service program.

Paul Hineman
Executive Director, National Restaurant Association Solutions

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10060302 v.1112



WISCONSIN DEPARTMENT OF REVENUE
PO BOX 8902
MADISON, WI 53708-8902

State of Wisconsin • DEPARTMENT OF REVENUE

REGISTRATION UNIT
2135 RIMROCK RD PO BOX 8902 MADISON, WI 53708-8902
PHONE: 608-266-2776 FAX: 608-261-6248
EMAIL: sales10@revenue.wi.gov WEBSITE: www.revenue.wi.gov

VIET HOUSE LLC
2817 E WASHINGTON AVE
MADISON WI 53704-5140

Letter ID: L0655494176
Batch Index: 945818112-2

Wisconsin Department of Revenue

Seller's Permit

LEGAL/REAL NAME:

VIET HOUSE LLC

BUSINESS NAME:

2817 E WASHINGTON AVE
MADISON WI 53704-5140

The seller whose name appears above is authorized to engage in the business of selling tangible personal property and taxable services at the location shown. This permit is not transferable and is not valid at any other location. This permit must be conspicuously displayed at the place of business for which issued. Return this permit to the Department if you discontinue sales of taxable property and services at this location.

If your business is not operated from a fixed location, such as craft shows, flea markets, etc., this permit should be displayed or carried with you to the various events.

Tax Type	Account Type	Account Number
Sales & Use Tax	Seller's Permit	456-1027741888-02

Sec. 183.0202
Wis. Stats.



State of Wisconsin
Department of Financial Institutions

ARTICLES OF ORGANIZATION - LIMITED LIABILITY COMPANY

Executed by the undersigned for the purpose of forming a Wisconsin Limited Liability Company under Chapter 183 of the Wisconsin Statutes:

- Article 1. **Name of the limited liability company:**
Viet House LLC
- Article 2. **The limited liability company is organized under Ch. 183 of the Wisconsin Statutes.**
- Article 3. **Name of the initial registered agent:**
Huan Le
- Article 4. **Street address of the initial registered office:**
3018 Greenway Trail
Madison, WI53719
United States of America
- Article 5. **Management of the limited liability company shall be vested in:**
A member or members
- Article 6. **Name and complete address of each organizer:**
Huan Le
3018 Greenway Trail
Madison, WI53719
United States of America

Trung Nguyen
1425 Cardinal Lane
Green Bay, WI54313
United States of America
- Other Information. **This document was drafted by:**
Atty. Joseph J. Klein

Organizer Signature:

Huan Le

Trung Nguyen

Date & Time of Receipt:

4/5/2012 12:47:44 PM

Credit Card Transaction Number:

201204052955435

**ARTICLES OF ORGANIZATION - Limited Liability
Company(Ch. 183)**

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Filing Fee: \$130.00

Total Fee: \$130.00**ENDORSEMENT****State of Wisconsin
Department of Financial Institutions**

EFFECTIVE DATE	
4/5/2012	

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FILED
4/11/2012

Entity ID Number
V024132

Viet House Restaurant

Business Plan

Viet House Restaurant

“ Vietnamese Family Restaurant “

East Shopping Center 2817 East Washington Ave, Madison, WI 53704

Ph # 608-212-5788

E-Mail: viethousewi@gmail.com

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Executive Summary

Mission:

Our Mission is to open a small size, family run Vietnamese restaurant, offering Vietnamese foods in Madison. The Viet House will be an inspiring place, combining an electric atmosphere with excellent and interesting cuisine. Our mission is to have not only a great Vietnamese food selection, but also efficient and superior service. Customer satisfaction is our paramount objective.

Ingredients and preparation:

Phở is served in a bowl with white rice noodles (called *bánh phở*) in clear beef broth, with thin cuts of beef (steak, fatty flank, lean flank, brisket). Variations feature tendon, tripe, meatballs, chicken leg, chicken breast, or other chicken organs. "With the lot" (made with chicken broth and all or most of the shop's chicken and cattle offerings, including chicken hearts and livers and beef tripe and tendons) is known as *phở đặc biệt* (specialty *phở*).

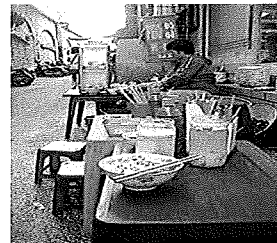
Broth

The broth is generally made by simmering beef (and sometimes chicken) bones, oxtails, flank steak, charred onion, and spices, taking several hours to prepare. Seasonings can include Saigon cinnamon or other kinds of cinnamon as alternatives (may use stick or powder), star anise, roasted ginger, black cardamom, coriander seed, fennel seed and clove.^[3]

Garnishes

Vietnamese dishes are meals typically served with lots of greens, herbs, vegetables and various other accompaniments such as dipping sauces, hot and spicy pastes, and flavor enhancements such as a squeeze of lime or lemon. The dish is garnished with ingredients such as green onions, white onions, coriander, Thai basil (*húng quế*) (should not be confused with sweet basil - Vietnamese: *húng chó* or *húng dổi*), fresh Thai chili peppers, lemon or lime wedges, bean sprouts, and leaves of culantro (*ngò gai*) (should not be confused with cilantro or coriander - which is called *ngò rí* in Vietnamese. The coriander plant is used just for its seeds - *hạt ngò* to prepare the broth, but not its leaves).

Several ingredients do not come with *phở* but can be ordered by request. Extra beef fat in broth or *nuoc beo* can be ordered and comes with scallions to sweeten it. A popular side dish ordered upon request is *hanh dam*, or vinegared white onions.



Origins and regional differences

Vietnamese *phở* noodle soup with sliced rare beef and well done beef brisket.

Because not much was written about the origin of *phở* until recently, its beginnings are a bit murky and mostly culled from oral histories.^[4] Still, the consensus among academics, diners and restaurateurs is that it originated about a century ago in northern Vietnam.^[4] It was originally sold by vendors from large boxes, until the first *phở* restaurant was opened in the 1920s in Hanoi.^[5]

While a distinctly Vietnamese dish, *phở* has French and Chinese influences.^[4] The origin of the word was one subject in a seminar on *phở* held in Hanoi in 2003.^[4] One theory advanced at the seminar is that the name comes from the French *feu* (fire), as in the dish *pot-au-feu*, which like *phở* uses the French method of adding charred onion to the broth for color and flavor, one of the techniques which distinguishes *phở* from other Asian noodle soups.^[4] Some believe the origin of the word to be the Chinese *fen* (粉)^[citation needed] (this character is pronounced *phấn* in Vietnamese.) In addition to *rice noodles*, multiple spices (such as star anise and cassia) are staples of Chinese cuisine (cassia used in *phở* is *Saigon Cinnamon*, a local ingredient).

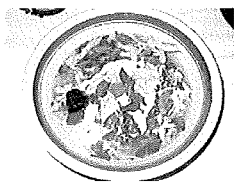
There are several regional variants of *phở* in Vietnam, particularly divided between northern (*Hanoi*, called *phở bắc* or "northern *phở*"; or *phở Hà Nội*), central (*Huế*)^[citation needed], and southern (*Ho Chi Minh City/Saigon*). One regional *phở* may be sweeter, and another variation may emphasize a bolder and spicier flavor^[citation needed]. "Northern *phở*" tends to use somewhat wider noodles and *green onions*.^{Phở to 1Phở to 2} On the other hand, southern Vietnamese generally use thinner noodles^[citation needed] (approximately the width of *pad Thai* or *linguine* noodles), and add bean sprouts and a greater variety of fresh herbs to their *phở* instead. The variations in meat, broth, and additional garnishes such as lime, bean sprouts, *ngò gai* (*Eryngium foetidum*), *hung que* (Thai/Asian basil), and *tuong* (bean sauce/hoisin sauce) appear to be innovations introduced in the south.^[4]

The specific place of origin appears to be southwest of Hanoi in *Nam Dinh province*, then a substantial textile market, where cooks sought to please both Vietnamese (local rice noodles - originally of Chinese origin) and French tastes (cattle before the French arrival being beasts of burden, not sources of beef).^{[4][5]}

Phở did not become popular in South Vietnam until the mid-1950s.^[6]

Phở has become popular in the United States, especially on the East and West Coast; such a cuisine brought by Vietnamese refugees who settled there from the late 1970s onwards.

Styles of *phở*



A chicken-based *phở* (*phở gà*) with *basil* leaves, *hoisin sauce*, and *Sriracha hot sauce*, before mixing.

Varieties of *phở* by ingredients

- *Phở bò tái*: *Phở* with half-done beef fillet.
- *Phở bò chín nạc*: *Phở* with well-done beef brisket.
- *Phở bắp bò*: *Phở* with beef muscle.
- *Phở nạm bò*: *Phở* with beef flank.

- Phở gân bò: Phở with beef tendon.
- Phở sách bò: Phở with beef tripe.
- Phở bò viên: Phở with beef meat balls.
- Phở gà: Chicken phở.

Experience:

We have experience of cooking for large groups of 50 people or more at a time; My family and I have already done catering on a personal level for many other, crowded social functions such as weddings and the annual celebrations of the Chinese New Year. My wife Huong and her cousin always take care of food preparations and service. They are well known for the quality or deliciousness of their food. Everyone always compliment their cooking skills and suggest they should open a restaurant. It is this consistent appreciation that led me and my wife seriously considers starting our own restaurant. We decided to open our restaurant on June 1st, 2012.

Proposed Location: Our main priority is location, cost and adequate space to run our operations comfortably. We need a minimum of 2500 SF. Among many alternatives throughout Madison area, we have decided Shoppes at East Shopping Center 2817 East Washington Ave Madison, WI 53704 will work best for us. It is 3000 plus SF and our rent estimate will be \$3,000/Month (includes NNN fees). The landlord will not be able to offer any build out contribution but will give us 2 free months' instead. This location also meets all of basic criteria.

- Central and safe location, not out of the way.
- Convenient and easy parking.
- Visible from the main roads
- Surrounded by other attractive businesses
- Far enough from any direct competition.
- Easy walk-in access

Objectives:

Viet House' s objectives for the first 3 years of operation include:

- Offer “ the best Vietnamese food “ in Madison area.
- Feature a small, unique restaurant with great food and service.
- Target a range of 30 – 35 % operational gross margin.
- Keeping food costs at less than 34% revenue which is the average in restaurant industry.
- Keeping our employee labor cost between 37% - 39% of total sales.

Capital Requirements:

The total requirement to launch Viet House is \$50,000.00 of which \$30,000.00 is allocated to start-up capital and initial inventory. We will have \$20,000.00 as operational cash reserves.

As owners, our commitment is to take personal accountability for all financial debt. My partner and I have taken the necessary precautions to ensure the business is fully capitalized. We have been saving to our best ability since we started talking about this plan three years ago. Our initial contribution to the business will be \$25,000.00 in personal capital.

Management and Organization

Personnel

We will initially have a total of 6 employees. One of the owners, Huan Le will be both head chef and chief of operations.

- Huong Vuong's mother will be the other chef. We will also hire 2 full time assistant to help with cooking and other kitchen chores. We have already started to talk to friends and family about these 2 openings at our business.
- Pay structure: The tips will be distributed at the end of each shift but the salaries will be paid on a weekly basis every Tuesday.
- We are currently preparing drafted job descriptions, training methods and requirements for our employees. We will have their schedules and written procedures prepared
- For certain functions such as maintenance and repairs, will you use contract workers in addition to employees

Quality control: Our staff will be taste and test each and every meal every day in small portions to ensure the quality of the food. This will also help our staff to learn more about each dish.

Inventory control: Our goal is to be able to use fresh raw materials anytime possible. We will therefore do our grocery shopping every other day. This will also allow us never to over stock inventory or have them go to waste.

Business hours ;

Monday – Friday : 11.00 – 9.30

Saturday – Sunday : 11.00 – 10.00

Viet House Menu

Viet House's menu will feature Vietnamese cuisine. The menu flows together to create complementary elements. We will strive to have the best Vietnamese restaurant in Madison area. An outline of the menu will include the following.

Appetizers

- * Egg Rolls
- * Spring Rolls

- * Steam pork cake
- * Chicken Skews
- * Fried Chicken Wings
- * Phở Tai, Nam Gan (Rare Slice Beef, well done beef flank, and soft tendon)

Entrees

- * Phở - Vietnamese Noodle Soup
- * Phở Tai (Steak)
- * Phở Tai Bo Vien (Steak & Beef Meatballs)
- * Phở Tai Gan (Steak, Soft tendon)
- * Phở Bo Vien (Beef Meatball)
- * Phở Tai, Nam Gan (Rare Slice Beef, well done beef flank, and soft tendon)
- * Phở Viet Dac Biet (Deluxe Viet Noodle Soup. Rare Slice Beef, well done beef flank, soft tendon, beef Trike, and beef meat ball)

Oriental Noodle Soup (Hu Tieu on mi)

- * Wonton Soup (Hoanh Thanh)
- * Egg noodle soup with BBQ Roast Pork (Mi Xa Xui)
- * Vietnamese Beef Stew with Egg Noodle (Mi Bo Kho)
- * Wonton Soup and Egg Noodle with BBQ Roast Pork (Hoanh thanh va mi xa xai)

Vietnamese Rice Vermicelli (Bun)

- * Grilled Pork Vermicelli Noodle, Marinated Pork and Grilled (Bun Thit Nuog)
- * Grilled shrimp and Eggroll, Marinated shrimp and grilled with eggroll (Bun Tom nuog, cha gio)
- * Grilled Pork and Eggroll (Bun thit nudig, cha gio)

Round Rice Noodle (Banh Canh)

- * Round Rice Noodle (Banh Canh)
- Round Rice Noodle With Chicken (Banh Canh Ga)
- * Vietnamese Rice Vermicelli (Bun)
- * Grilled shrimp and Eggroll, Marinated shrimp and grilled with eggroll (Bun Tom nuog, cha gio)

Com Dia

Served with Cucumber, Tomato, Pickled Carrot, Jasmine Rice, and House sauce on the side.

- * Shrimp Fried Rice (Com Chien Tom)
- * Grilled Pork Chop (Suon Nuog)
- * Grilled Pork Chop and Shrimp (Suon, tom nuog)

Market Research

Following an informal survey among our friends and family, we found out that the majority of our customers will likely be Ethnic and Asian people as they go out to eat ethnic food at least once a week.

According to the census of 2006, the percentage rate of persons below poverty is right around 12% which is considerably less than national average. This is an important figure for us because it directly relates to the number of potential people and families going out to eat.

Based on our current area, where more than 30% Madison population live within 15 minutes of driving range, we will have a very big potential to succeed. We have done a market research for our competition in the market and we will confident that will become The Asian restaurant of choice in the vicinity.

The Viet House will have a great Vietnamese food selection, as well as efficient and superior service. We will guarantee our customers offering the best Vietnamese food in town and their satisfaction will be our paramount objective.

Advertising and Initial Promotion Plan

Pre-opening Marketing: We have allocated \$2,000.00 for only pre-opening marketing activities; we will utilize radio and print advertisement two weeks prior to our opening date of June 1st, 2012. We hope to generate an awareness of our restaurant from this heavy media coverage.

We will print around 4,000 copies of invitations and coupons to drop in the mail boxes of the houses within 5 miles radius.

Periodic Marketing after opening:

We will have a monthly budget of \$1,000.00 to run weekly ads in the local newspapers (WI State Journal, Isthmus and Capital Times Online) and radio channels.

We will have our website launched by the end of June.

We plan to get the word out to our customers mostly through word of mouth. We believe our majority of our initial traffic will come from personal direct invitation to our friends, extended family and their friends. There are more than 3,000 Vietnamese people living in Madison area and we will deliver or mail invitation to them all. We expect at least a 50% return rate and we thing they will come to see the "NEW "Vietnamese Food place. Our task will be to ensure their complete satisfaction and repeat visit.

Financial Details

We are currently negotiating a restaurant space of 3000 sq. ft. in one of the 3 possible locations and we plan to open by June 1st, 2012. Our Start-up cost will be used mostly on equipment, furniture, painting, reconstruction, rent, start-up, liquor license, legal and consulting costs associated with opening our restaurant. Our goal is to find a closed down restaurant in order to eliminate most of the start up and reconstruction costs. We also hope to buy over all the remaining equipment and furniture to lower the costs.

Conclusion

There are tasks that we will need to complete in a chronological order. We following tasks list with dates and managers in charge of each. Maintain schedule, indicates our emphasis on planning and managing the details.

KHAI VỊ - APPETIZERS

A1	CHẢ GIÒ - Egg rolls - (2 rolls) / (5 rolls).....	3.25 / 7.25
	Vietnamese golden fried egg roll fill with ground pork, shrimp, mushroom, carrot, callophane noodles	
A2	GỎI CUỐN - Spring rolls (2 rolls).....	3.50
	Shrimp, pork, lettuce, fresh herbs & vermicelli wrapped in rice paper served w/ special sauce	
A3	BÌ CUỐN - Pork rolls (2 rolls).....	3.75
	Shredded pork, shredded pork skin, lettuce, ffresh herbs, rice noodle wrapped in rice paper served w/ house sauce	
A4	HOÀNH THÁNH NHÂN CUA - Crab ragoon (4)	3.75
	Deep fried wonton filled with cream cheese and imitation crabs	
A5	ĐẬU HŨ CHIÊN GIÒN - Fried tofu.....	3.95
	Tofu marinated w/ sea salt served w/ special sauce	
A6	CÁNH GÀ CHIÊN NƯỚC MẮM - Fried chicken wings (5 wings).....	5.25
	Deep fried chicken wings with caramelized garlic sauce	
A7	THỊT GÀ CHIÊN GIÒN - Deep fried chicken.....	5.25
	Chicken marrinated w/ fish sauce & deep fried	
A8	CHẢ CÁ VIÊN - Fried fish balls.....	4.25
	Fish egg in side of fish balls and deep fried served w/ special sauce	
A9	MỰC CHIÊN GIÒN - Crispy squid.....	4.25
	Squid deep fried served w/ lettuce & special sauce	
A10	CHẠO TÔM - Fried sugarcane shrimp (2 sticks)/ (5 sticks).....	4.25 / 9.50
	Fried BBQ shrimp paste on sugarcane served w/ lettuce and house sauce	
A11	NEM NƯỚNG - Grilled pork skewers (2 sticks) / (5 sticks).....	3.75 / 8.25
	Grilled Vietnamese BBQ pork meatballs served w/lettuce and house sauce	
A12	BÁNH BÈO CHÉN - Water fern cakes (10).....	7.75
	Delicate rice cakes topped with minced dried shrimp & serve w/ house sauce	
A13	BÁNNH XÈO - Vietnamese sizzling crepes.....	8.25
	Fried pancake made of rice flour w/shrimp, pork, bean sprout served w/ lettuce, fresh herbs & house sauce	

SOUP

B1	HOÀNH THÁNH - Wonton soup (Wonton fill w/ pork & shrimp).....	5.25
B2	SOUP RAU - Vegetable soup (Tofu, mushroom, vegetable).....	4.95
B3	SOUP CHUA NGOT - Hot and sour soup (Tofu, egg, bamboo).....	4.25

GỎI - HOUSE SALAD

C1	GỎI BÒ TÁI CHANH - Vietnamese beef carpaccio.....	7.50
	Thinly sliced beef 'cooked' only by the acidity of either lime or lemon juice	
C2	GỎI MỰC - Squid salad.....	8.50
	Squid and celery	
C3	GỎI TÔM SỮA - Jelly fish and shrimp salad.....	9.25
	Shrimp, jellyfish, cucumber, carrot, lotus stem and papaya	
C4	GỎI BÒ, TÔM - Beef and shrimp salad.....	10.95
	Beef, shrimp, cucumber, carrot, lotus stem and papaya	
C5	GỎI HẢI SẢN - Seafood salad.....	11.95
	Shrimp, squid, jellyfish, mussel, cucumber, carrot, papaya and lotus stem	

BÁNH MÌ THỊT- VIETNAMESE SANDWICH

(Shredded pickle carrot, cilantro, jalapeño)

D1	BÁNH MÌ THỊT NGUỘI - Vietnamese ham, pork, pate and mayonaise.....	4.25
D2	BÁNH MÌ THỊT HEO NƯỚNG - Grilled pork w/ lemongrass.....	4.25
D3	BÁNH MÌ THỊT BÒ NƯỚNG - Grilled beef w/ lemongrass.....	4.25

BÒ KHO - BEEF STEW

E1	BÁNH MÌ hay CƠM BÒ KHO - Beef stew served with french bread or rice.....	9.25
	Beef shank, carrot, onion	

CÀ RI GÀ- CHICKEN CURRY

E2	BÁNH MÌ hay CƠM CÀ RI GÀ - Chicken curry served with french bread or rice.....	9.25
	Chicken, potatoe, carrot, coconut cream	

MÓN CHAY- VEGETARIAN

F1	CHẢ GIÒ CHAY - Vegetarian egg roll (2).....	3.25
	Fill w/ tofu, mung bean, mushroom, carrot, jicama and cellophane noodles	
F2	GỎI CUỐN CHAY - Vegetarian spring rolls (2).....	3.50
	Tofu, lettuce, fresh herbs, thin vermicelli wrapped in rice paper served w/ special sauce	
F3	ĐẬU HŨ CHIÊN GIÒN - Fried tofu.....	3.95
	Tofu marinated w/ sea salt served w/ special sauce	
F4	PHỞ CHAY - Vegetarian with rice noodle soup.....	7.75
	Tofu, broccoli, carrot, beanpod, mushroom, bok choy and rice noodle	
F5	HỦ TIẾU hay MÌ CHAY - Vegetarian with clear or egg noodle soup.....	7.75
	Tofu, broccoli, carrot, beanpod, mushroom, bok choy and clear or egg noodle	
F6	HỦ TIẾU hay MÌ XÀO CHAY - Fried noodle with vegetable.....	8.25
	Tofu, broccoli, carrot, beanpod, baby corn, mushroom, bok choy and clear or egg noodle	
F7	BÚN ĐẬU HŨ CHAY - Vermicelli with fried tofu.....	8.25
	Tofu, lettuce, cucumber, bean sprout, carrot, peanuts, fresh herbs & sauce on the side	
F8	CƠM CHIÊN CHAY - Fried rice with vegetable.....	7.95
	Broccoli, carrot, beanpod, baby corn, mushroom	
F9	CƠM RAU XÀO THẬP CẨM - Rice with vegetable combo.....	8.25
	Tofu, broccoli, carrot, beanpod, baby corn, mushroom, bok choy served w/ rice	

PHỞ- VIETNAMESE NOODLE SOUP

(Served with basil, bean Sprout, cilantro, onion, scallion, lime, jalapeno, chilli and hoisin sauce)

X-tra noodle \$.75, X-tra meat \$1.50, X-tra meatball \$ 1.50, X-tra shrimp \$.50 each

G1	PHỞ GÀ - Shredded chicken.....	7.50
G2	PHỞ TÁI - Slices eye round steak.....	7.50
G3	PHỞ TÁI GÂN - Slices eye round steak & soft tendon.....	7.50
G4	PHỞ TÁI SÁCH - Slices eye round steak & tripe.....	7.50
G5	PHỞ TÁI NẠM - Slices eye round steak & flank.....	7.50
G6	PHỞ TÁI, NẠM, GÂN - Slices eye round steak ,flank and soft tendon.....	7.75
G7	PHỞ TÁI, NẠM, GÂN, SÁCH - Slices eye round steak, flank, soft tendon and tripe.....	7.95
G8	PHỞ CHÍN NẠM - Well done brisket and flank.....	7.50
G9	PHỞ CHÍN NẠM, GÂN, SÁCH - Well done brisket, flank, soft tendon & tripe.....	7.75
G10	PHỞ BÒ VIÊN - Beef mealball.....	7.95
G11	PHỞ ĐẶC BIỆT - VIET HOUSE DELUXE..... Large combo with rare & well eye round steak, tendon, tripe, flank and beef meatball	8.25
G12	PHỞ SEAFOOD..... Combination of squids, shrimps and imitation crab meats.	8.95

HỦ TÍU - ORIENTAL NOODLE SOUP

(Served with bean sprout, lettuce, cilantro, scallion, lime and chilli)

H1	HỦ TÍU MỸ THO - Shrimp, crab & Squid w/ clear or rice noodles.....	8.75
H2	HỦ TÍU NAM VANG - Pork, ground pork, shrimp and squid w/ clear or rice noodles.....	8.75
H3	HỦ TÍU CHỢ LỚN - Shrimp & BBQ pork w/ rice noodles.....	7.95
H4	HỦ TÍU TÔM - Rice noodles w/ shrimp.....	7.95
H5	HỦ TÍU BÒ VIÊN - Rice noodles w/ beef meatball.....	7.95
H6	HỦ TÍU TÔM, CUA, THỊT - Rice or clear noodles w/ shripm, crab & pork.....	8.25

BÁNH CANH - X-LARGE RICE NOODLE SOUP.

(Served with bean sprout, cilantro, scallion, lime and chilli)

I1	BÁNH CANH THỊT - Pork.....	6.25
I2	BÁNH CANH TÔM, THỊT - Shrimp & pork.....	7.75
I3	BÁNH CANH TÔM, CUA, THỊT - Shrimp, pork and crab.....	8.75

MÌ - EGG NOODLE SOUP

(Served with bean sprout, lettuce, cilantro, scallion, lime and chilli)

J1	MÌ XÁ XÍU - BBQ Pork.....	6.95
J2	MÌ HOÀNH THÁNH XÁ XÍU - Wonton and BBQ pork.....	7.25
J3	MÌ HOÀNH THÁNH, BÒ VIÊN - Wonton and beef meatball.....	7.95
J4	MÌ BÒ VIÊN - Beef meatball.....	7.95
J5	MÌ TÔM THỊT - Shrimp and BBQ pork.....	7.95
J6	MÌ TÔM, CUA, THỊT- Shrimp, pork and crab.....	8.75

BÚN hay BÁNH HỒI - RICE VERMICELLI BOWL or THIN RICE VERMICELLI

(Served with lettuce, cucumber, bean sprout, shredded pickled carrot, peanuts, fresh herbs and house sauce on the side)

K1	BÚN CHẢ GIÒ - Vermicelli and egg rolls.....	7.25
K2	BÚN THỊT HEO NƯỚNG - Grilled marinated pork w/ lemongrass.....	8.25
K3	BÚN THỊT HEO NƯỚNG, CHẢ GIÒ - Grilled marinated pork w/ lemongrass and egg roll.....	8.75
K4	BÚN BÒ NƯỚNG - Grilled marinated beef w/ lemongrass.....	8.50
K5	BÚN BÒ NƯỚNG, CHẢ GIÒ - Grilled marinated beef w/ lemongrass and egg roll.....	8.95
K6	BÚN BÒ XÀO - Stir fried marinated beef w/ lemongrass & onion.....	8.75
K7	BÚN GÀ NƯỚNG - Grilled marinated chicken w/ lemongrass.....	8.25
K8	BÚN GÀ NƯỚNG, CHẢ GIÒ - Grilled marinated chicken w/ lemongrass and egg roll.....	8.95
K9	BÚN NEM NƯỚNG - Grilled Vietnamese BBQ pork meatballs.....	8.75
K10	BÚN NEM NƯỚNG, CHẢ GIÒ - Grilled Vietnamese BBQ pork meatballs and egg roll.....	9.25
K11	BÚN CHẠO TÔM - Fried sugarcane shrimp paste.....	9.25
K12	BÚN CHẠO TÔM, CHẢ GIÒ - Fried sugarcane shrimp paste and egg roll.....	9.75
K13	BÚN TÔM NƯỚNG - Grilled marinated shrimp.....	9.50
K14	BÚN TÔM NƯỚNG, CHẢ GIÒ - Grilled marinated shrimp and egg roll.....	9.75
K15	BÚN CHẠO TÔM, THỊT NƯỚNG, CHẢ GIÒ..... Fried sugarcane shrimp paste, grilled pork w/ lemongrass and egg roll	9.95
K16	BÚN CHẠO TÔM, BÒ NƯỚNG, CHẢ GIÒ..... Fried sugarcane shrimp paste, grilled beef w/ lemongrass and egg roll	9.95
K17	BÚN CHẠO TÔM, NEM NƯỚNG, CHẢ GIÒ Fried sugarcane shrimp paste, Vietnamese BBQ pork meatball and egg roll	9.95

CƠM - RICE DISHES

(Served with cucumber, shredded pickle carrot, jasmine rice and house sauce on the side)

L1	CƠM THỊT HEO NƯỚNG - Grilled marinated pork	8.25
L2	CƠM BÒ NƯỚNG - Grilled marinated beef	8.50
L3	CƠM SUỜN NƯỚNG - Grilled marinated pork chop.....	8.50
L4	CƠM SUỜN, BÌ - Grilled marinated pork chop, shredded pork & pork skin.....	8.95
L5	CƠM SUỜN, BÌ, CHẢ	9.25
	Grilled marinated pork chop, shredded pork & pork skin, baked egg	
L6	CƠM SUỜN, BÌ, CHẢ, CHẢO TÔM.....	11.25
	Grilled marinated pork chop, shredded pork & pork skin, baked egg, fried shrimp paste	
L7	CƠM GÀ NƯỚNG - Grill marinated chicken.....	8.50
L8	CƠM TÔM NƯỚNG - Grilled marinated shrimp.....	9.75
L9	CƠM TÔM RANG MUỐI - Fried shrimp toss w/ salt, black pepper, onion, jalapeno.....	9.75
L10	CƠM CÁ SIMON - Marinated salmon fish fried.....	9.25
L11	CƠM CÁ NƯỚNG SAUCE CAM - Grilled fish fillet toss w/ orange sauce.....	8.75
L12	CƠM CÁ RANG MUỐI - Fried fish fillet toss w/ salt, black pepper, onion, jalapeno.....	9.25

CƠM CHIÊN - FRIED RICE

M1	CƠM CHIÊN XÁ XÍU - BBQ Pork, egg.....	6.95
M2	CƠM CHIÊN THỊT HEO hay THỊT GÀ - Pork or chicken with egg.....	7.25
M3	CƠM CHIÊN CÁ MẶN - Salted fish, egg.....	7.25
M5	CƠM CHIÊN TÔM - Shrimps, egg.....	8.25
M6	CƠM CHIÊN HẢI SẢN - Seafood, egg.....	8.75

MÌ / HỦ TÍU XÀO - STIR FRIED EGG NOODLES OR RICE STICK NOODLES

N1	HỦ TÍU XÀO THỊT HEO HAY GÀ - Pork or chicken stir fried with rice noodles.....	8.50
	Pork or chicken, bean sprouts, onion	
N2	HỦ TÍU XÀO THỊT BÒ - Beef stir fried with rice noodles.....	8.75
	Beef, bean sprouts, onion	
N3	HỦ TÍU XÀO HẢI SẢN - Seafood stir fried with rice noodles.....	10.25
	Shrimp, crab, squid, mussel, vegetable	
N4	HỦ TÍU XÀO THẬP CẨM - Combination stir fried with rice noodles.....	10.25
	Shrimp, crab, squid, chicken, beef, fish meatball, vegetable	
N5	MÌ XÀO THỊT HEO/ GÀ - Pork or chicken stir fried with rice noodles.....	8.50
	Pork or chicken, bean sprouts, onion	
N6	MÌ XÀO THỊT BÒ - Beef stir fried with egg noodles.....	8.75
	Beef, bean sprouts, onion	
N7	MÌ XÀO HẢI SẢN - Seafood stir fried with egg noodles.....	10.25
	Shrimp, crab, squid, mussel, vegetable	
N8	MÌ XÀO THẬP CẨM - Combination stir fried with egg noodles.....	10.25
	Shrimp, crab, squid, chicken, beef, fish meatball, vegetable	
N9	MÌ XÀO GIÒN HẢI SẢN - Seafood stir fried with crispy egg noodles.....	11.95
	Shrimp, crab, squid, mussel, vegetable	
N10	MÌ XÀO GIÒN THẬP CẨM - Combination stir fried with crispy egg noodles.....	11.95
	Shrimp, crab, squid, chicken, beef, fish meatball, vegetable	

GIẢI KHÁT- BEVERAGES

O1	SODA - (Pepsi, Diet Pepsi, Mountain Dew, Root Beer, Sprite).....	1.25
O2	APPLE JUICE, ORANGE JUICE.....	1.75
O3	TRÀ - HOT OR COLD TEA (green tea, black tea, jasmine tea).....	1.75
O4	SỮA ĐẬU NÀNH - Soy bean juice.....	1.95
O5	CÀ PHÊ ĐEN NÓNG - Vietnamese hot coffee.....	2.50
O6	CÀ PHÊ ĐÁ - Vietnamese ice coffee.....	2.50
O7	CÀ PHÊ SỮA NÓNG - Vietnamese hot coffee w/ condensed milk.....	2.75
O8	CÀ PHÊ SỮA ĐÁ - Vietnamese ice coffee w/ condensed milk.....	2.75
O9	ĐÁ CHANH TƯƠI - Fresh lemonade w/ ice.....	1.95
O10	CHANH MUỐI - Pickle lemonade w/ ice.....	1.95
O11	XÍ MUỐI - Salted plum w/ ice.....	1.75
O12	TRÀ THÁI - Thai tea, cream w/ ice.....	2.25
O13	CHÈ BA MÀU - Mixed mung bean, red bean, jello, coconut milk over ice.....	2.50
O14	CHÈ ĐẬU XANH - Mung bean, jello, coconut milk over ice.....	2.50
O15	CHÈ ĐẬU ĐỎ - Red bean, jello, coconut milk over ice.....	2.50
O16	CHÈ HẠT SEN - Lotus seed.....	2.75
O17	CHÈ NHẪN NHỤC - Dry logan w/ ice.....	2.75
O18	CHÈ SÂM BỬU LƯỢNG - Dried logans, dates, lotus seed, and fresh seaweed over ice.....	2.75
O19	CHÈ SƯỜNG SA HỘT LỰU - Jello, tapioca in coconut milk over ice.....	2.75

27"

Waiting Area

11'0"

2817 E Washington Ave
Madison WI 53704

Dinning Area

80 Feet



Kitchen

Men
Rest Room

Women
Rest Room

140"