ORIG	INAL ALCOHO	L BEVERAG	E RETAIL LIC	ENSE A	PPLICATION	Applicant's Wisconsin Seller's Permit Number	456-11177	466896-02
Submit	to municipal clerk.					Federal Employer Ide Number (FEIN):	ntification 45-39	99201
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An	"Auxiliary Questionnal	ire," Form AT-103, ı	nust be completed a	and attached	to this application b	y each individual a	applicant, by ea	ich member of a
par	tnership, and by each	officer, director and	agent of a corporat	tion or nonpi	ofit organization, and	l by each member	manager and a	gent of a limited
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3. Tra	de Name Flambe  Iress of Premises 1	Gourmet	1000		Business Ph	one Number 60	<u>8-320-2556</u>	
4. Add	Iress of Premises 🕨 🔟	Sherman Terr	ace 102B		Post Office 8	k Zip Code 🕨 <u>⊃3</u>	/04	
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trair	ning course for this licen	se period?			. ,			Yes 🔽 No
6. Is the	ne applicant an employe	or agent of, or acting	on behalf of anyone	except the na	med applicant?		<u></u>	Yes 🔽 No
7. Doe	es any other alcohol beve	erage retail licensee	or wholesale permitte	e have any inf	erest in or control of th	is business?		Yes ✓ No
8. (a)	Corporate/limited liabi	lity company applic	ants only: Insert s	tate WI	and date	12/12/11 of r	egistration.	
	Is applicant corporation							Yes ✓ No
(c)	Does the corporation, o							
	agent hold any interest	in any other alcohol t	everage license or pe	ermit in Wisco	nsin?			Yes 🔽 No
(NC	OTE: All applicants expla	in fully on reverse sid	e of this form every Y	ES answer in	sections 5, 6, 7 and 8	above.)		
9. Pre	mises description: Descr	ibe building or buildi	ngs where alcohol bev	erages are to	be sold and stored. Th	ne applicant must in	clude	
all r	ooms including living qu be sold and stored only	arters, if used, for the	sales, service, and/o	r storage of a	cohol beverages and r	ecords. (Alcohol be	verages	
				nan Lerra	ce 102B			
	al description (omit if str						F - 1	NA FAILAL
	Was this premises licen			past license	/ear?		· · · · · · · · · · · L	Yes ✓ No
	If yes, under what name							
12. Doe	es the applicant understa	ind they must file a S	pecial Occupational T	ax return (TTE	3 form 5630.5)		E-711	V
befo	ore beginning business?	[phone 1-800-937-8	864]					Yes No
	es the applicant understa						F-71	V-a DNa
Sec	tion 2, above? [phone (6	508) 266-2776]						
14. Is th	ne applicant indebted to	any wholesaler beyo	nd 15 days for beer or	30 days for li	quor?		· · · · · · · · L L	Yes 🗸 No
READ CA	REFULLY BEFORE SIGN	ING: Under penalty pr	ovided by law, the applic	cant states that	each of the above quest	ions has been truthful	lly answered to the	e best of the knowl-
edae of th	ie signers. Signers agree t	to operate this busines	s according to law and	that the rights	and responsibilities conf	erred by the license(	s), if granted, will	not be assigned to
another. (	Individual applicants and e any portion of a licensed p	ach member of a partn	ership applicant must si	gn; corporate o	fficer(s), members/mana	gers of Limited Liabili	ty Companies mus	st sign.) Any lack of
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AT-106 (R.	8-11)	•	ATE OF WILE				Wisconsin De	partment of Revenue

LicciB.2011.01784 Legistar: 25263 PO-404 AD-2 MA-SHER TÆRR

# City of Madison Supplemental Class B License Application

	· ·	_	
Ø,	<ul> <li>✓ Federal Employer Identification #</li> <li>✓ Notarized Original Application Form</li> <li>✓ Notarized Supplemental Form</li> <li>✓ *Articl</li> <li>✓ Orange Sign (Clerk's Office provides</li> </ul>	n Description of Premise iround Investigation Form(s) zed <del>Transfer of Ownership*</del> es of Incorporation rized Appointment of Agent ation/LLC only	☑ Floor Plans ☑ Lease ☑ Sample Menu ル4 ☑ Business Plan
1.	Name of Applicant/Partner/Corporation/LLC	Flambe Goorne	+ 446
2.	2. Address of Licensed Premise 1 Sherm	an lerrace Suite	e 102B Madison 53
3.	3. Telephone Number: <u>608 - 320 - 2556</u>	4. Anticipated opening date: _	2/2012
5.	5. Mailing address if not opening immediately		
6.	6. Have you contacted the Alderperson, Police Dep the neighborhood association representative for		
7.	7. Are there any special conditions desired by the n	eighborhood?	
	Explain.		
8.	8. Business Description, including hours of operation	on: Cooking schoo	1, M-F 10-5
	9. Do you plan to have live entertainment? No  10. Detailed written description of building, including size and all areas where alcohol beverages are to	ng overall dimensions, seating ar	rangements, capacity, bar ed premise described
	below shall not be expanded or changed with		
	Brick building, one store 1200 sqft. Class style total capacity. No bar	seating for ZE	). Approx 40
11.	11. Are any living quarters directly or indirectly acc Please note that alcohol may be sold and stored	essible and under control of the a	applicant? ☐ Yes ☑ No t in living quarters.
12	12. Describe existing parking and how parking lot is of boilding. Easy to mone		
13.	13. Describe your management experience, staffing	levels, duties and employee train	ning.
	Bar and restaurant mana 15 years experience; bar	, Kitchen, waits	taff and training.
14.	<ol> <li>Identify the registered agent for your Corporati process, notice or demand required or permitted</li> </ol>	on or LLC. This is your corpora by law to be served on the corpo	tion's agent for service of oration.
	Jessica Cattaneo 522	2 Trafalger Pl.	Madison 53714
	Name Address	O	

15. Utilizing your market research, who would you project your target market to be?  All ages +skill levels.	
16. What age range would you hope to attract to your establishment?	
17. Describe how you plan to advertise/promote your business. What products will you Local publications, email. Catering + Coo	_
18. Are you operating under a lease or franchise agreement?  Yes (attach a copy)	□No
19. Owner of building where establishment is located: RPG-	
Address of Owner: 1 Sherman Terrace 102A 53704 Phone Num	nber <u>608-301-20</u> 0
20. Private organizations (clubs): Do your membership policies contain any requirement to give offense) discrimination in regard to race, creed, color, or national origin?	ent of "Invidious" (likely Yes   No
21. List the Directors of your Corporation/LLC	
Jessica Cattaneo 5222 Trafalger Pl Madiso	on WI 53714
Jessica Cattaneo 5222 Trafalger Pl Madiso Name Address Angelo Cattaneo 5222 Trafalger Pl Madiso Name Address	on W1 53714
Name Address	
22. List the Stockholders of your Corporation/LLC	
Name Address	% of Ownership
Name Address	% of Ownership
Name Address	% of Ownership
23. What type of establishment are you? (Check all that apply) $\square$ Tavern $\square$ Nightch	ıb □ Restaurant
Other Please Explain. Cooking School	
24 What type of food will you be serving, if any?	
☐ Breakfast ☐ Lunch ☐ Dinner	
25. Please submit a sample menu with your application, if possible. What might event operational menu when you open? ☐ Appetizers ☐ Salads ☐ Soups ☐ Sanc ☐ Desserts ☐ Pizza ☐ Full Dinners	ually be included on your lwiches
26. During what hours of your operation do you plan to serve food? Only	cina classes.

27. What hours, if any, will food service not be available? Food will be served during closses.
28. Indicate any other product/service offered. <u>Catering</u> , event planning
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?
During what hours do you anticipate they will be on duty?
32. Do you plan to have hosts or hostesses seating customers? ☐ Yes ☑ Yo
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?
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?
39. If your business plan includes an advertising budget, what percentage of your advertising budget do you
anticipate will be related to food?
What percentage of your advertising budget do you anticipate will be drink related?
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? Tyes You

42.	What is your estimated capacit	y? 40
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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	15%	
Gross Receipts from Food and Non-Alcoholic Beverages	85%	
Gross Receipts from Other	%	
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 12th day of pecenber, 2011

Officer of Corporation/Member of LLC/Partner/Individual)

(Clerk/Notary Public)

My commission expires 6/29/2014

# **Appointment of New Liquor/Beer Agent**

To be completed by Corporate Officer or Member of LLC
I, Jessica Cattarlo, officer/member for Flambe Gournet LL
(Corporation/LLC), doing business as Flampe Gournet authorize and appoint
Tessica Cattaneo (Name) as the liquor/beer agent for the premise
located at 1 Sherman Terrace Ste 102B Madison WI 53704
Subscribed and sworn to before me this    Subscribed and sworn to before me this   Signature of Officer/Member     12   Day of   December   20   1
CHRISTIANO.
Notary Public, Dane County, Wisconsing NOTARY 2  My Commission Expires 6/24/2011 E
My Commission Expires 6 129 12011 III
To be completed by appointed Liquor/Bear Agent
I, Jessica Cattaneo, appointed liquor/beer agent for
Flambe Gounet 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 <u>50</u> %.
liquor/fermented malt beverage. The interest I have in the business is 50 %.
Subscribed and sworn to before me this    Subscribed   Cattoner
Subscribed and sworn to before me this  Signature of Agent
Subscribed and sworn to before me this    Signature of Agent   Signature of Agent     Day of December , 20   STIANSON
Subscribed and sworn to before me this  Signature of Agent

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



VALIDATE ONLINE AT SERVINGALCOHOL.COM

CODE: SUWD80YPBR

ONLINE TRAINING

UNITED STATES OF AMERICA SERVING ALCOHOL INC team@servingalcohol.com



# Jessica Cattaneo

has completed the Serving Alcohol Inc. approved course

Wisconsin Alcohol Seller-Server (2011)

May 22, 2011

APPROVED BY THE STATE OF WISCONSIN SS-125.04

PROVIDER TRAINING IN COMPLIANCE WITH SS-134.66

and failure to comply with these restrictions may result in a citation. prohibits selling tobacco products to any person under the age of 18; STUDENT ACKNOWLEDGED UNDERSTANDING OF SS-134.88: Restrictions on sale or gift of cigarettes or tobacco products; that state law

PERSONS COMPLETING THIS COURSE HAVE AGREED TO EXECUTE THE FOLLOWING POLICIES TO THE BEST OF THEIR ABILITIES:

- \* CARD ANY PERSON 35 YEARS OF AGE OR YOUNGER \* OBSERVE AND REPORT ANY CUSTOMER SHOWING SIGNS OF POSSIBLE IMPAIRED BEHAVIOR
- \* KESPOND IMMEDIATELY TO ANY POSSIBLE PROBLEM SITUATIONS
- \* DETERMINE THAT PEOPLE ENTERING THE PREMISES TO CONSUME ALCOHOL ARE OF LEGAL ALCOHOL DRINKING AGE AND RECARD THEM IF THERE IS ANY QUESTION AS TO THEIR AGE
- \* ENSURE A PERSON MATCHES THEIR VALID LEGAL IDENTIFICATION

C 10.5.5 Roof W. アスないる (52/18/2) d. Sherman Tember Secrement Parking

# FLAMBÉ GOURMET CATERING | EVENTS | CLASSES



# **Business Plan**

OWNERS-Jessica Cattaneo, Angelo Cattaneo

Flambé Gourmet Cooking School & Catering Madison, WI 608-320-2556 angelo@flambegourmet.net

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#### II. Business Summary

Imagine yourself in your favorite restaurant—whether your tastes are upscale or simplistic, nothing beats indulging in that perfectly cooked meal that only that only a skilled professional can provide. But what if that professional chef could offer you a hands-on teaching experience transforming you you're your own personal chef and allowing you to prepare amazing meals for your family or entertain friends? Flambé Gourmet Cooking School can offer that and so much more!

In today's economy, obtaining a high-quality meal in an overly-priced restaurant is not always as feasible or desirable. Not only are the costs high, but many find that frequent dining out also adds inches to the waistline. As a result, many people are eating at home and relying on home-cooked meals to save money and eat healthier. These are two fundamental concepts of the Flambé Gourmet Cooking School and one of the greatest appeals of this business!

Flambé will offer a wide array of exciting cooking classes taught by professional Chefs who have worked at a variety of upscale restaurants in Madison. The classes will be taught in a relaxed professional setting and offer a hands-on experience that no other cooking school can provide. Customers can try their hand at technique at our lab style seating, or simply sit back and take it all in—but no matter one's learning style, the classes are open and inviting to all! Each customer takes home the recipes to the meals taught in the class and knowledge of the concepts and techniques needed to replicate the meal for their family and friends.

Flambé is not only a cooking school—it is a night out! With the hands-on experience and fun and outgoing personality of the Chefs, each cooking class is entertaining and exciting. Take a class with your significant other, a friend, or a family member—a cooking class at Flambé promises to be two hours of social interaction and an amazing meal, all while learning specific cooking techniques, healthier eating tips and walking away with amazing recipes used by professional chefs.

Have you ever wanted to learn to cook, but were too afraid to try? Do you want to know how to cook simply to feed your family? How about to entertain your friends and hold extravagant dinner parties? If you answered 'yes' to any of these questions, taking a class at Flambé Gourmet cooking school is for you! The classes are designed to cater to all individuals with an interest in cooking—from beginner to experienced, anyone can take a class and will feel comfortable in Flambé's relaxed environment. Flambé will also offer classes for children interested in cooking—or for a bonding experience, take a class with your young one to share in the experience together. We have plans to work with the community and provide a needed service to schools and the underprivileged, by offering community workshops during the day.

While Flambé's immediate goal is to provide hands-on cooking classes, its owners, Angelo and Jessica also provide catering services. This is an area that allows for great potential growth for Flambé and we

will eventually serve as a greater business front for catering. Flambé offers the unique experience to come take a class and experience Angelo's amazing food and infectious personality before deciding on a caterer. If you're planning a wedding, Flambé will also do monthly food tastings to try out specific entrees before making the important decision to go with a caterer. We are confident that after experiencing all that Flambé has to offer, the decision will be simple!

The culinary opportunities at Flambé are endless! Learn to cook like a professional chef and maintain a healthier lifestyle as a result. At Flambé, you will not only learn techniques that will allow you to save money by eating at home, but also to prepare amazing, high-quality, restaurant-style food that will wow your friends and keep your family coming back for more. Flambé offers an essential easy-going learning environment and an entertaining atmosphere that is sure to make the experience fun and exciting.

#### III. General Company Description

Flambé will offer cooking classes to the public in a comfortable setting where participation will be greatly encouraged. Future retail sales of culinary items like knives, pot and pans may be considered. This will also be our home base for Flambé catering.

Flambé believes that a return to the kitchen in our homes will strengthen the family and offer a healthier lifestyle. We will create excitement and educate people of all ages and levels of culinary aptitude.

Flambé has many goals, but most importantly to be financially successful, well known for customer satisfaction and a leader in our field. Our first year sales gross projection is \$200k, with a yearly increase of 20%.

Flambé will offer Madison its first full time cooking school focused on the people—accessible, unique, and a positive influence on the community. Our catering will become known for its reasonable price and delicious and wonderful selections.

Our services will be available to all—children and adults alike will enjoy our classes. Our catering covers all types of events. Typically, however, our focused demographic is for those with incomes over \$50k.

The public cooking school industry has been recently growing, along with interests in healthy living, saving money, reality TV food shows and a return to natural foods. In all major cities there are many flourishing cooking schools. Madison, however, lacks a full time cooking school. There are only two businesses (Orange Tree and Whole Foods) that offer classes. They both hold sporadic classes that always sell out. Each week, Flambé will offer classes during the day and in the evening as well as on weekends.

Catering has proven to be a recession-proof industry with a 10% increase last year. This is mainly due to upper-class clientele. Flambés catering is growing quickly (\$6k average 2010 monthly sales), and with the addition of a "home base" where we can sample our products and prepare them in a professional setting, we expect to continue its growth. Both sides of Flambé will complement the other and act as a marketing tool for one other.

#### IV. About the Owners

Flambé is owned and run by Angelo Cattaneo and Jessica Cattaneo:

#### Angelo Cattaneo

Angelo has over 15 years experience working in restaurants, catering, food retail and cooking classes. He has recently spent the last three years as an Executive Chef in Madison. Prior to that, he managed kitchens in Madison and at Whole Foods Market. Since 2007 he has taught classes part time at Orange Tree, where his classes always sell out and he is consistently offered two classes a session. Angelo brings a "local personality" to Flambé as he has competed at the Food and Wine show, participated in Flavors of Madison and done cooking benefits for the Ronald McDonald House. Angelo is a chef of the people—personable, knowledgeable and has a contagious love for food. His culinary efforts have been well documented in Madison magazines and online.

#### Jessica Cattaneo

Jessica is a recent graduate of the University of Wisconsin-Madison where she obtained her Bachelor's degree in 2007. Her college career and variety of professional work experience has equipped her with a wide variety of skill sets, but most importantly, excellent communication and organizational skills. Jessica is also exceptional at multi-tasking and prioritizing numerous tasks under often stressful conditions.

Excellent communication skills are vital to any professional work setting and Jess will not only enhance this particular setting in the everyday interactions with new customers/clients, but her outgoing personality and infectious attitude will also prove useful in advertising our new business and getting the word out to potential customers.

In addition to Jessica's college career and experience, she has also worked in an upscale restaurant in downtown Madison and is no stranger to the fine dining scene in Madison. Jessica appreciates wonderful food and is both excited and compelled to assist others in developing the same appreciation as well as learning to lead and maintain healthier lives and enjoy doing so.

#### Partnership

By combining Angelo's professional cooking and teaching expertise and Jessica's excellent organizational and communication skills, Flambé will no doubt be a success. We believe our company's strengths lie in staying "with the times" and leaving room for change and growth within an ever-changing society. Flambé will succeed due to the strengths that we as individuals bring to the business and we are excited to bring this business to life together.

#### V. Products and Services

#### Services

Our primary services include providing a wide variety of cooking classes to the public. These classes will change weekly and include everything from ethnic food themes to more specific food classes such as desserts. The classes will be based on demand and we will be open to customer suggestions to maintain interest and excitement. We will also introduce other local Chefs to teach several classes throughout the month as well both to ease the workload for Angelo and also to provide variety to regular customers. Along with cooking classes, Flambé will offer a variety of "skills" classes such as knife skills or other more specific cooking techniques offered for interested individuals.

Flambé's primary focus will be a cooking school and catering. Angelo has years of experience with catering a wide variety of events and the goal is to make customers aware of Flambé as a potential caterer for their next event. Flambé has proven itself with its growing catering business and will now be a multi-service business offering cooking classes as well as catering events, small and large.

#### **Competitive Advantages**

Flambé will offer a number of competitive advantages—it will be the only business of its kind on the east side of Madison. The only other cooking schools or businesses that offer cooking classes that we are aware of are located on the West side of Madison. Flambé will also focus primarily on cooking classes—a concept that no other similar business in Madison maintains. In competition with other businesses that offer cooking classes, Flambé will be able to offer daily classes at a slightly lower cost and provide high-quality food and a hands-on experience in a relaxed setting. Flambé is designed to cater to a wide audience—it will accommodate those who want to learn how to cook highly upscale food to those who simply want to learn to make comfort food or develop basic cooking techniques. The possibilities are endless and Flambé will be open to customer suggestions to keep the interest high and to help regular class-goers obtain a wide variety of cooking skills.

Flambé will also be competitive by including an often looked past audience—children. In our research and conversations with potentially interested customers, many indicated an interest in either taking cooking classes with their children or enrolling their fascinated children in classes of their own. Flambé completely agrees with this idea and fully supports holding classes for all age groups. Flambé also hopes to serve as a resource to peak children's interest in cooking and help teach them healthy eating concepts at an early age.

#### **Pricing**

The pricing structure at Flambé will be both competitive and varied. Typical classes will run anywhere from \$25 to \$60. The pricing will depend on the type of class offered; the cost of the ingredients used in particular

classes, the age group of the class, etc. Flambé also intends to reward customers that may elect to sign up for a series of classes and we may offer a slightly lower rate to do so. The catering services offered by Flambé will also be competitively priced—Flambé will offer high-quality and personal catering that many larger catering companies do not; therefore, our pricing will rightfully compete with that of larger companies. Flambé does leave room; however, to work with lower income customers and negotiate if need be to remain accessible to a very large and varied clientele.

## VI. Marketing Plan

Angelo and Jess and very aware of and sincerely believe that marketing is essential to a successful business. No matter how great the product or service, it is only as good as the amount of people that are aware of its existence. Therefore, Flambé plans to get the word out about the business in a variety of ways starting from the day we sign the lease and begin building it.

We have researched various ways that we will advertise the business. We have already begun spreading the word and collecting an email database. Once the business gets under way, however, we will need to be more proactive and hope to do so in the following ways:

- --Website: A catchy and appealing as well as easily-accessible website will be fundamental to Flambé's success. We plan to get this up and running before our doors open. This will be where people can learn all about the business as well as sign up for classes at the click of a mouse. The website will be a quick way to direct people to learn about the business without having to spend all the one-on-one time to get into detail about it with everyone we meet.
- --Radio and newspaper ads: At least at the very start of the business, we would like to place an ad in the popular and widespread newspapers in Madison such as the Isthmus (a food and entertainment based paper), or Madison Magazine. We have discussed maybe trying to do a radio spot of some kind. These are more expensive marketing techniques, however, at the get-go may be very important and worth the extra dollar to spread the word.
- --Fliers: A more inexpensive way we intend to market ourselves is by creating a catchy flier that highlights all that Flambé has to offer and placing them in target areas such as grocery stores (the Co-op), flier people's cars and post them at the many public advertisement spaces in Madison. Guerrilla style marketing has long been proven to jump start many small businesses.
- --Business cards: We have professional business cards that contain our business phone number and website so that we can hand them out at all events and each time we are in a position to network.
- --Word-of-mouth: Is definitely one of the most powerful marketing tools there is. We will continue to get the word out there and continuously work to convey our excitement about this venture—that contagious excitement can sometimes be enough motivation in itself to get someone to at least explore what the business is about.

## VII. Start-up Expenses and Sales Forecast

While we have spent a lot of time developing our ideas for the business, we need to realistically assess our start-up costs and sales projection. This is important not only to determine the funding we need to get this started, but also to realistically asses how we will sustain business.

The advantages to our start-up costs are that we will have very low initial labor costs as Angelo and Jess will take care of the majority of the classes and management of the business. We do intend to introduce other Chefs into the mix to take on some of the classes and will compensate about \$100 per class to these individuals. We will take care of the food shopping and purchasing—they must only come and conduct the class. Another advantage is that customers pre-pay for the classes, so we will normally have the money upfront to put into food purchases.

Below is the breakdown of what we believe to be our total start-up costs as well as a low-end sales projection for our first few months/year in business. We came to this conclusion by overestimating and projecting the minimum amount of classes/sales we would need to break even and to make profit.

Start-up Costs		
1st Month, Last month +Deposit	\$10,000	
Insurance for Year 1	\$2,000	
Paint and Lighting	\$750	
Kitchen build (including appliances)	\$60,000	
Marketing/Grand opening Costs	\$4,000	
Tables and Chairs	\$2,000	
Cooking equipment (pots/pans, etc.)	\$1,200	
Decorating	\$2,000	
Sign	\$1,400	
Miscellaneous Expenses	\$2,000	
Total Start-up costs	\$85,350	

Beginning Monthly Costs Projection		
Rent	\$1,000	
Loan	\$1000	
Marketing	\$400	
Utilities	\$1400	
Total Monthly Expense	\$3,800	

On the very low end, if we do 10 classes a week, averaging 12 people per class, and charging an average \$40 per class, and predict another \$7,000 in monthly catering sales, our monthly sales projection would be as follows:

Total Monthly sales (before taxes)	\$19,200
+ \$7,000 avg. monthly catering sales	\$26,200
-\$3,800 in monthly expenses	\$22,400
-\$4,000 labor	\$18,400
-\$3,500 in monthly food costs	\$14,900 (pre-federal/state tax)
Tax holding	\$5,500
Net	\$9,400

#### VII. Conclusions

In conclusion, we feel we have covered the major issues that we need to take into account in starting up our small business. There are other factors and details that we will also need to address as we get into depth in the start-up process such as managing payment from customers and developing our first several months' class schedules. But that is in the forefront of our minds and we are already beginning to formulate those ideas as they will need to happen in conjunction with the commencement of this business.

Factoring in what we believe to be a feasible start and a lower-end estimate of our actual sales and customer turnout, we feel that we will be able to sustain ourselves if we maintain that minimum and any additional classes or catering events we take on will only increase our sales and thus our monthly profit.

This is a relatively simple start-up in terms of a small business—but one that we expect to be a great success. With our business plan in tow, sufficient funding, and the ambition and enthusiasm we have maintained in the planning process, Flambé is sure to succeed and experience continuous and consistent growth.

