

BUSINESS PLAN 10FZ

Please note before reading, we have done a weekly projection for anticipated expenses. We have also done a weekly AVERAGE for the 1st YEAR expected income. Obviously, we have busy and slow seasons in this industry and we rounded high for the expenses and projected low for income, but expect to be way more successful than our projected income. We just want you to see what our break even amount weekly is for not being in the red is that we have projected for our 1st year in business. Also, please note, we own the real estate (in the business's name) outright and it has a value of 130K++ that the business will be held in and we will not have a mortgage or rent. Please also note we will only have 12 seats each seating, 2 seatings total each night, we can go up to 14+ seats per seating if busy, but ideally like 12 seats for quality purposes. No a la carte menu besides beverages. Prices will go up after we become established and more booked in advance.

EXPENSES

Employees:

2 Waitstaff \$10 per hour each, 6 hours a night, 4 nights a week=\$480/week total

OWNERS (Noah and Julie) Paid only if profitable after all bills and payroll per month clear (LLC partnership). Both working full-time in kitchen and as General Manager. 10K of liquid income in personal shared checking and 10K of liquid income in business checking before opening is the plan.

Food Cost:

30% Food Cost (Including ALL Beverages) = (this number will fluctuate based off sales) Figure for yearly projection average per week is \$915/week (this calculation is based of average projected sales for the year at the percentages you see on the income portions)

Smallwares = (including chemicals and paper products) \$50/week

Utilities/Fixed Payments:

Gas and Electric \$200/Week

Phone and Internet \$25/week

Water \$35/week

Building/Business Insurance \$30/week

Condo Dues \$13/week

Food and Wine License \$12/week

Beverage Server License \$2/week

Accounting Firm \$37/week (sales tax and business tax prep)

Quickbooks \$ 22/week (including own payroll)

Dishmachine Rental \$23/week (not sure if we are renting or buying yet)

BUSINESS PLAN 20FZ

Square Charges (3%) \$186/week

Microsoft/GoDaddy Subscriptions \$3/week

Real Estate Property Tax \$57/week

Registered Agent Services \$3/week

Unemployment Insurance (3%) \$51/week

Unexpected expenses \$200/week

\$2,344 = \$/week in projected expenses (above)

INCOME

40% Capacity Each Night Projections:

\$35 Per Person Early Dinner 5 people per night, 4 nights a week = \$700/week

\$75 Per Person Later Dinner 5 people per night, 4 nights a week = \$1500/week

20% Customers Anticipated to Order:

\$20 Wine Pairing Early Dinner \$200/week

\$45 Wine Pairing Late Dinner \$450/week

Projected A La Carte Miscellaneous Beverage Sales (Tea, Coffee, Beer, Wine) \$200/week

=\$3050 projected income per week

=Average Income 1st whole year after monthly projections: \$159,120

Break Even Point (adjusting for 1 less wait staff on original amount) is \$2104/week

=Average expenses 1st year (adjusting for 1 less wait staff on original amount) is \$109,408

nook a przybylski family restaurant



Mushoens Song serweed

Beet Salad meyer lemon

Chieten

Myle Gene Briles Cream, orange

Will Rice

Duck, Forgetten Fruit

Mushman Song Serweed

Beet Salad meyer lemon

Tortilla Salsa verde, queso, port rind

Shripp, Poluto

Chielen pear, parsnip

Good Change Cond inhubarb, oxalis

Maple Grene Bridge Cream, orange

Will Rice
Crunch Bar

#75

\$35

"New 12 Seat Restaurant On Madison's East Side"

Location: 2138 Atwood Avenue, Madison, WI 53704

Release Date: May 15th, 2018

Welcome to Nook, our little corner of the restaurant world. Nook is a family owned and operated restaurant. It is an expression of who we are: adventurous, whimsical, and a little eccentric. The food is built on quality ingredients that are treated respectfully and served artistically. We create an intimate dining experience that is comfortable and professional with no barriers – literally. There are no walls between the chef and the guest. The dining room is very much a part of the kitchen, giving diners an experience to embrace and remember.

Grand opening to be on June 20th, 2018. Nook offers two Chef's Tasting menus titled "Pre-Theater" a 5 course menu seating at 5:30 PM for \$35 or "Performance" a 9 course menu seating at 7:00 PM for \$75, Wednesdays through Saturdays. A beer and wine menu will be available along with additional beverage pairings for each tasting menu.

Reservations can be made up to 3 months in advance and are strongly encouraged. A credit card is required to hold a reservation; cancellations with less than 24 hours' notice will be charged \$20 per person. Please note any allergies or dietary restrictions when making your reservations ahead of time for the best consideration for your dietary needs.

CONTACT INFORMATION

Restaurant: Nook

Contact Person: Julie Przybylski

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