

## **Wine & Design (franchise) - Madison Business Plan**

### **Owners**

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# Opportunity

## Problem & Solution

### Problem Worth Solving

Paint and sip parties are becoming an increasingly popular way for people to enjoy their evenings. People love to come together with their family and friends in a social environment, enjoy a beverage, and access the creative side of their brains. It relieves stress, is fun, and very fulfilling. Although many people want and need an outlet for creativity in today's high stress, demanding American lifestyle, it is almost impossible to do so on one's own. You need to know what the correct supplies are, buy the supplies, and then know what you are doing. Even if everyone did have the time and money to accomplish that, it's not as fun without going out on the town with family and friends. Paint and sip studios provide an easy, inexpensive way to accomplish this. They provide the supplies, artist-led instruction, and beverages. Unfortunately for the Madison, Wisconsin area, there is no such studio currently in existence.

### Our solution

Wine & Design provides a paint and sip experience for its customers unlike any other type of art studio. Wine & Design offers a 2-hour crafting experience that is stress-free and enjoyable with convenient parking, full-bar options including crafted cocktails, and small snacks. No other similar studio offers both free creative painting space as well as step-by-step artist led instruction to help you create a high quality painting on a canvas.

Wine & Design also offers innovation to the Madison area that is currently not available. Five different art experience options which provides our service to a more diverse and inclusive target market. The first is Art Buzz Kids, and art camp for young kids, kids and their parents, and teenagers. Art Buzz Kids is open to the public and also offers private parties for many types of crafts such as paint your own superhero cape. The second is Team Building. Wine & Design can customize a team building project for any company or organization to provide to their employees, such as the company logo that is created when all canvases come together. The third is Wine & Design on Wheels, which offers local restaurants and

bars the opportunity to partner with us to provide art classes at their location. The fourth is Paint It Forward, where charity organizations can raise money and a portion of our profits are donated toward their cause. The fifth step-by-step artist led instruction for crafts other than painting on a canvas. For example, wood board signs, blankets, and much more.

## Target Market

The below market sizes do not include surrounding communities that are tightly woven around Madison such as Verona, Middleton, Fitchburg, Stoughton, Cottage Grove, Sun Prairie, Waunakee and Monona as well as Columbia, Rock, Iowa and Green counties, all of which are considered part of the Madison Area, within a 45 minute drive. According to the 2017 Census this total population was over 880,000 people. The below figures include just the City of Madison, but our actual target markets are much greater considering the people living in cities located very closely to Madison. Because it is hard to determine how many of those nearby residents come to Madison for entertainment, and to make these figures more manageable we have just included the City of Madison. The residents of Madison alone include a large enough target market to make the Wine & Design profitable, but keep in mind there are likely many more customers within the entire Madison Metropolitan Area.

The beauty of the Wine & Design business model is it is so inexpensive and accessible, the target market is nearly all-inclusive. We serve children and adults, men and women, groups and individuals, public and private parties. In general though, our primary target market is people between the ages of 18-65 with some disposable income, and mostly women. This constitutes for over 91,000 adult women in Madison alone.

The total population of Madison in 2017 was 255,214, with a population increase of 9.7% over the last 7 years. The median household income is \$61,284 and the per capita income is \$34,740. In Madison, 57% have a bachelor's degree or higher and the unemployment rate is 1.8% as of April 2018. Madison is growing quickly and its economy is strong.

This census data likely doesn't include all of the 44,000 students currently enrolled at the University of Wisconsin-Madison, nor other colleges in the area that might

be coming in from other cities and states such as Madison Area Technical college, enrolling over 40,000 students, Edgewood college and many smaller campuses.

Aside from the our primary target market, we have several other segments we target. Employers wanting to hire innovative team building activities for their employees, parents wanting to host fun parties or drop their kids off at paint camps, individuals or agencies interested in raising money for a charitable cause, and local restaurants and bars interested in increasing their income on slower days.

### Employers

The last census taken on Madison employers was in 2012, which showed over 20,000 employers. Since the population has grown nearly 10% since then, there are likely many more employers. Many large corporations and government agencies exist in Madison. New large corporations are soon to come such as Foxconn, which will bring hundreds more families with substantial income. Also among the top Madison employers are UW Madison with over 22,000 employees. Also Epic employing over 5,000 people in the Madison area, American Family insurance over 1,000 employees, Sub-zero over 1,000 employees, WPS health insurance over 1,000 employees. Wine & Design will target these larger organizations, but can serve large and small companies alike.

### Parents

Wine & Design, with it's Art Buzz Kids division, will also target parents and teenagers. There are over 40,000 children in Madison under the age of 18.

### Charities

Madison is an active, conscientious community that often hosts activities such as 5K runs, but does not have many other outlets for public contributions toward any given cause. Wine & Design will target charitable organizations to encourage the great benefit to their organization if they allow us to host their next event.

### Local Restaurants & Bars

Madison is a foodie's paradise, as a city with one of the most restaurants per capita in the nation. This will give Wine & Design a great opportunity to partner with

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**PROJECT TEAM**

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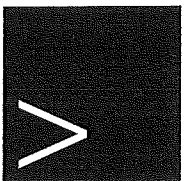
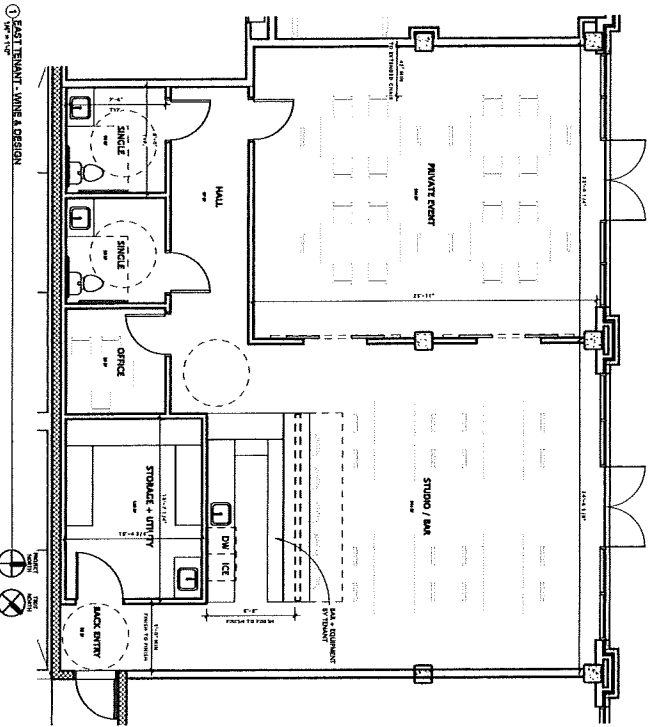
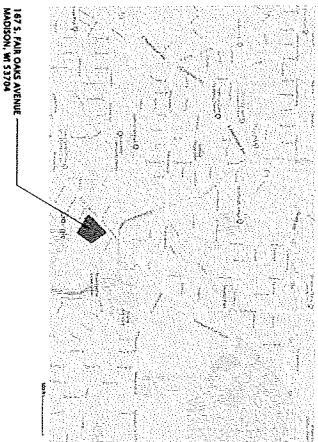
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**VICINITY MAP**



**JLA**  
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WINE & DESIGN

CONSTRUCTION DOCUMENTS

**PROGRESS DOCUMENTS**

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SHEET TITLE  
**FIRST FLOOR PLAN**

SHEET NUMBER  
**A101**

FRONT

# Menu

## COCKTAILS

\$7

- Strawberry Daiquiri
- Bleended with Captain Morgan spiced rum, whipped cream
- Piña Colada
- Bleended with Bacardi white rum
- Lemonade Stand
- Citron Kettle One Vodka, fresh strawberry lemonade
- Classic Daiquiri
- Bacardi Oro Reserve Maestros de Ron white rum, fresh lime juice, simple syrup. Shaken, served in a chilled glass
- Pink Pineapple
- Tropical Juices, Malibu Coconut rum
- Margarita ~~NO~~
- Fresh breaded, Jose Cuervo Especial blue agave tequila, triple sec
- Bob Ross
- Glendaloch Scotch, Drambuie

## MOCKTAILS

\$5

- Tropical Island Paradise
- Pineapple juice, pink grapefruit, splash of sparkling lemon-lime
- Strawberry Dream
- Sparkling strawberry water, coconut milk, strawberries
- Midsummer Garden
- Pink grapefruit juice, rosemary infused simple syrup, sparkling water
- Strawberry Daiquiri
- Bleended sans alcohol, whipped cream on top
- Piña Colada
- Bleended sans alcohol

## SNACKS

- Popcorn \$3.50
- Half cheese, half caramel
- Chips \$3.50
- Regular potato or kettle-cooked BBQ hummus \$4.50
- With baby carrots or bagel chips (if available). Both + \$1.50
- Cheese Platter \$5.50
- Various cheeses, summer sausage, grapes. Add crackers + \$1 (if available)
- Chips and Salsa \$4
- Com tortilla chips and garden salsa



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SAMPLE

BACK

# Menu

## RED WINE

- Born of Fire
- Barossa
- Shank
- 19 Crimes
- Truth & Valor
- [other red]

## WHITE WINE

- Wanted! Reeling
- Josh
- [sauvignon blanc]
- [charbonnay]
- [Moscato]
- [Pinot Grigio]

## ROSE WINE

- [Kayla's favorite]
- [other]

## BEER

### TAP

- Spotted Cow
- [Seasonal]

### BOTTLE

- Blue Moon
- Budweiser
- [IPA]

## WARM & COZY

- Cup 'o' Joe
- Regular or decaf coffee, cream & sugar on the side
- Tea
- Choose from cinnamon spice herbal tea, chamomile herbal tea, earl grey black tea, vanilla caramel black tea, blueberry green tea



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