



DARK HORSE

1 EXECUTIVE SUMMARY

Dark Horse is a Madison-based sit-down restaurant established for the provision of a unique environment serving delicious cuisine over some bottles of chilled drinks, local beers and craft cocktails with innovative packaging and customer service.

This is our third restaurant and we have mapped an aggressive growth plan of increasing sales and expansion in months ahead.



Dark Horse will be combining luxury with an increase in demand for shareable dishes to create a one-stop premier restaurant of choice that serves several cuisines alongside our award-winning pizzas. We currently have more of an Italian focus, with a flexible business model that allows us to offer a variety of cuisines.

The importance of our services span across diverse social segments of restaurant seekers ranging from young professionals to families. Our business model is centered on preparing and providing highly delicious and seasonal food. With our deep knowledge of fast-casual dining, seasonal foods, and menus, we are more than capable of selling to our customers.

There are three reasons why Dark Horse will succeed near and beyond Livingston Street. First, Dark Horse is operating in one of the most profitable industry “restaurants” the diversification of our service menu will expand our customer base in no time. Customers would definitely choose our restaurant over a competitor because of the excellence of our dishes, a menu with broad appeal and timely execution.

Secondly, there is a strong demand for lunch options in this area. Festival Foods is constantly packed. We feel we can become the preferred lunch destination in this area by our overall commitment to quality dishes and timely execution.

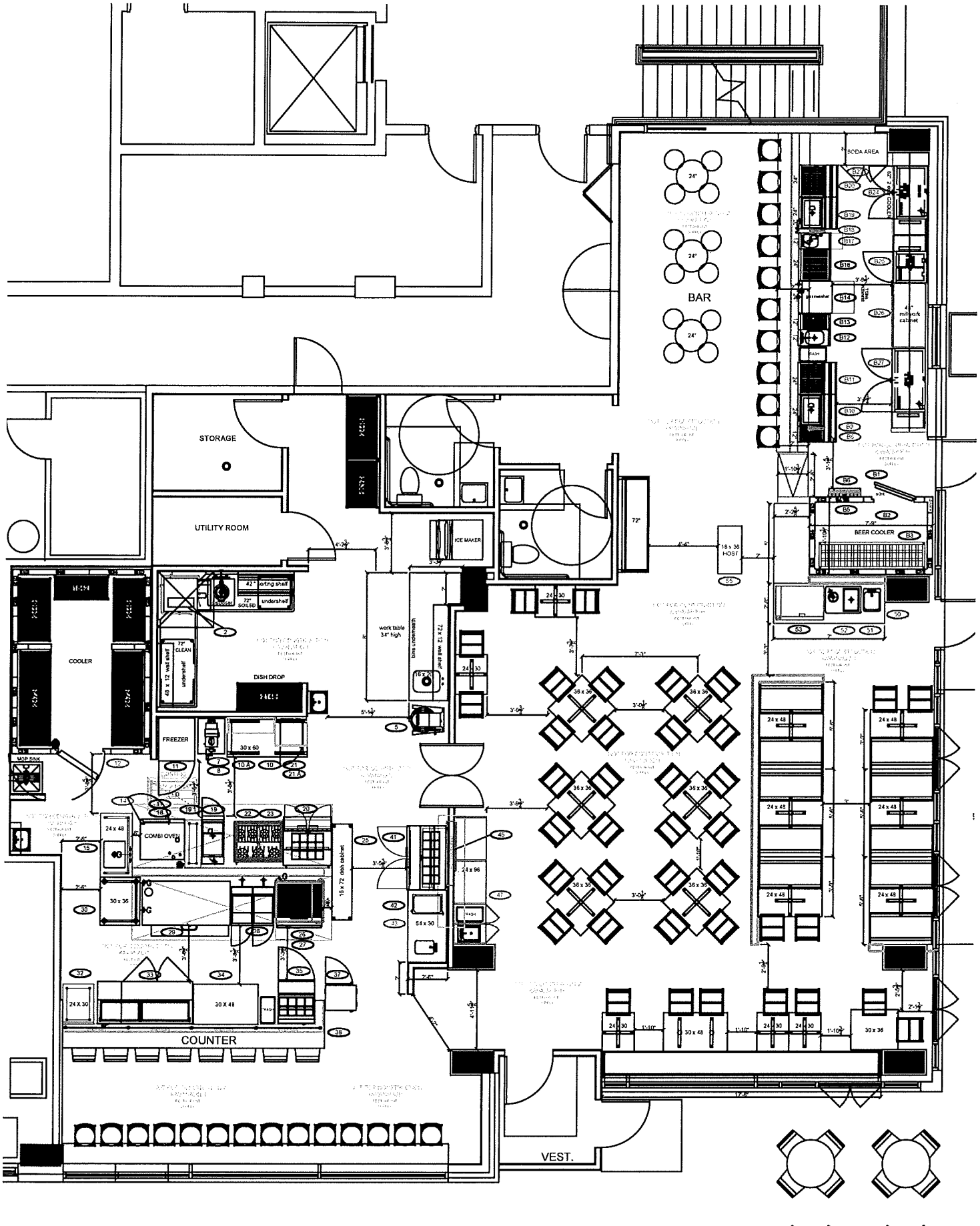
Lastly, our strong online presence, which is well optimized and filled with photos of our sumptuous pizzas, shareable dishes, local beer, and cocktails. This will spread our awareness beyond expectations. We will ensure to maximize the potency of website by populating it with detail of our service as we also ensure to make it an easy-to-navigate site.

The Founder expects that the business will aggressively expand during the first three to five years of operation. We intend to implement marketing campaigns that will effectively target travelers, tourists, and families on vacation in Madison.

2 MISSION AND VISION STATEMENT

Our core mission is to provide freshly prepared shareable dishes for neighboring residents and commercial businesses in Madison.

Dark Horse is born out of the desire to provide fantastic pizzas alongside, unique shareables, speedy lunches, and even a late-night menu. With all the advantages of a traditional restaurant and a high quality, healthy and balanced meal.



GENERAL NOTES
NOT FOR CONSTRUCTION



2920 Bryant Road Madison, WI 53713 608-271-8514
 All drawings and specifications are property of Kavanaugh Restaurant Supply, Inc. and shall not be used on any other work nor be disclosed to a person for any use whatsoever without written permission. Dimensions to be verified at the job site.

DESIGNED BY
FRANKLIN A. GOMEZ
 DATE:
11-20-19
 SCALE:
1/8"=1'-0"

DARK HORSE
 FOODSERVICE EQUIPMENT LAYOUT