

Liquor/Beer License Application

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider
Class B: ☐ Beer, ☒ Liquor,
☐ Class C Wine

(Agenda Item Number)

05249

(Legistar file number)

LICL10-2021-0637

(License number)

4

(Alder District #)

400

(Police Sector)

Office Use Only

Section A - Applicant

- List the name of your ☐ Sole Proprietor, ☐ Partnership, ☐ Corporation/Nonprofit Organization or ☒ Limited Liability Company exactly as it appears on your State Seller's Permit.
LITTLE PALACE LLC
- Trade Name (doing business as) LITTLE PALACE
- Address to be licensed 225 KING ST., MADISON WI 53703
- Mailing address 4202 TOMSCOT TRL, MADISON WI 53704
- Anticipated opening date 7/1/2021
- Is the applicant an employee or agent of, or acting of behalf of anyone except the applicant named in question 1?
☒ No ☐ Yes (explain)
- Does another alcohol beverage licensee or wholesale permittee have interest in this business? ☒ No ☐ Yes (explain)

Section B - Premises

- Describe in words the building or buildings where alcohol beverages are to be sold and stored. Include all rooms including living quarters, if used, and any outdoor seating used for the sales, service, and/or storage of alcohol beverages and receipts. Alcohol beverages may be sold and stored only on the premises as approved by Common Council and described on license.
ALCOHOL WILL BE STORED AND SOLD ON MAIN LEVEL. STORED BEHIND
BAR, BACK KITCHEN, AND OFFICE SPACE. SOLD FROM THE BAR AND CONSUMED
ON-PREMISES.

9. Applicants for on-premises consumption only. Estimated capacity (patrons and employees):

Indoor: 80 Outdoor: 20

10. Describe existing parking and how parking lot is to be monitored.

NO ON-SITE PARKING. METERED STREET PARKING. HOURLY PARKING
STRUCTURES THROUGHOUT CAPITOL AREA.

11. Was this premises licensed for the sale of liquor or beer during the past license year?

☐ No ☒ Yes, license issued to BRIAN PARK / MR. KIMCHI (name of licensee)

Section C—Corporate Information

This section applies to corporations, nonprofit organizations, and Limited Liability Companies only. Sole proprietorships and partnerships, skip to Section D.

12. Name of liquor license agent JACQUELINE LE

13. City, state in which agent resides MADISON, WI

14. How long has the agent continuously resided in the State of Wisconsin? 4 YEARS

15. Has the liquor license agent completed the responsible beverage server training course?

☐ No, but will complete prior to ALRC meeting ☒ Yes, date completed 12/9/2018

16. State and date of registration of corporation, nonprofit organization, or LLC.

WI, 4/14/2021

17. In the table below list the directors of your corporation or the members of your LLC.

☒ Attach background check forms for each director/member.

Title	Name	City and State of Residence
MEMBER	JACQUELINE LE	MADISON, WI
MEMBER	STEPHANIE LE	MADISON, WI
MEMBER	PHILLIP LEE	MADISON, WI

18. Registered agent for your corporation or LLC. This is your agent for service of process, notice or demand required or permitted by law to be served on the corporation. This is not necessarily the same as your liquor agent.

PHILLIP LEE

19. Is applicant a subsidiary of any other corporation or LLC?

☒ No ☐ Yes (explain) _____

20. Does the corporation, any officer, any director, any stockholder, liquor agent, LLC, any member, or any manager hold any interest in any other alcohol beverage license or permit in Wisconsin?

☒ No ☐ Yes (explain) _____

Section D—Business Plan

21. What type of establishment is contemplated?

- ☐ Tavern ☐ Nightclub ☒ Restaurant ☐ Liquor Store ☐ Grocery Store
☐ Convenience Store without gas pumps ☐ Convenience Store with gas pumps
☐ Other _____

22. 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? ☒ No ☐ Yes

23. Hours of operation: please enter opening and closing times in the table below.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
11:00AM - 10:00P	11:00A - 10:00P	11:00A - 10:00P	11:00A - 10:00P	11:00A - 12:00A	11:00A - 12:00A	11:00A - 12:00A
(Class B only) Enter below any hours when food service will not be available, if applicable						
-	-	-	-	-	-	-

Section E—Consumption on Premises

This section applies to Class B and Class C applicants only. Class A license applicants (consumption off premises) may skip to Section F.

24. Indicate any other product/service offered. MAJORITY FOOD SALES

25. All restaurants and taverns serving alcohol must substantiate their gross receipts for food and alcohol beverage sales broken down by percentage. (Note: Non-alcoholic drinks are classified as "Food.") New establishments estimate percentages:

20 % Alcohol 80 % Food % Other

If applicable, describe "Other": _____

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

26. Do you plan to have live entertainment? ☒ No ☐ Yes—what kind? _____

NOT INITIALLY

If planned entertainment includes live music (except solo acoustic), a DJ, or a designated dance floor, please also complete an Entertainment License.

Section F—Required Contacts and Filings

27. I understand that liquor/beer license renewal applications are due April 15 of every year, regardless of when license was initially granted. ☐ No ☒ Yes

28. I understand that I am required to host an information session at least one week before the ALRC meeting. ☐ No ☒ Yes

29. I agree to contact the Alderperson for this location to discuss my application and to invite the Alderperson to my information session. ☐ No ☒ Yes

30. I agree to contact the Police Department District Captain for this location prior to the ALRC meeting. ☐ No ☒ Yes
31. I agree to contact the Deputy Clerk prior to the ALRC meeting. ☐ No ☒ Yes
32. I agree to contact the neighborhood association representative prior to the ALRC meeting. ☐ No ☒ Yes
33. I intend to operate under the alcohol license within 180 days of the Common Council granting this license. The license shall be considered surrendered if not issued within 90 days of being granted. ☐ No ☒ Yes
34. I understand we must file a Special Occupational Tax return (TTB form 5630.5) before beginning business. [phone 1-800-937-8864] ☐ No ☒ Yes
35. I understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in question 1, above. [phone 608-266-2776] ☐ No ☒ Yes
36. Is the applicant indebted to any wholesaler beyond 15 days for beer or 30 days for liquor? ☒ No ☐ Yes

Section G—Information for Clerk's Office

37. This application is for the license period ending June 30, 20____.
38. State Seller's Permit 4 5 6 - _____ - _____
39. Federal Employer Identification Number 86-3250580
40. Who may we contact between 8 a.m. and 4:30 p.m. regarding this license?

Contact person PHILLIP LEE

^{CELL} Business phone 608-658-7986 Business e-mail address littlepalacemadison@gmail.com

Preferred language ENGLISH

If needed, a qualified interpreter can be provided at no charge to you. Would you like an interpreter?

☐ Yes (language: _____)

☒ No (If you answer no and you do require an interpreter, the ALRC will refer your application to a subsequent meeting and this may delay your application process)

Si usted requiere o necesita un/a intérprete, nosotros podemos proveer un/a intérprete sin costo alguno. ¿Le gustaría tener un/a intérprete?

☐ Sí, lenguaje: _____

☒ No. Si usted escoge "no" en la solicitud/aplicación, y usted sí requiere un/a intérprete, el comité remitirá su solicitud para una nueva junta y esto puede atrasar el proceso de su solicitud.

41. Corporate attorney, if applicable: Name ROBERT PROCTER

Phone 608-283-6762 E-mail RPROCTER@AXLEY.COM

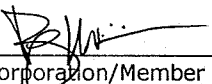
NOTICE: Completed application are due by noon of the third Monday (fourth, if the Clerk's office is closed on the third Monday) to get on the agenda for the proceeding months Alcohol License Review Committee. A completed application **must** be accompanied by the following items:

- ☒ Copy of State Seller's Permit (Not Business Tax Registration Certificate), ☒ Appointment of Agent (if Corp/LLC),
☒ Member background investigation forms, ☒ Articles of Incorporation (if Corp/LLC), ☒ Floor Plans,
☒ Copy of Lease, ☒ Business Plan, and ☒ Sample Menu (if applying for Class B license)

If required items are missing, the application will not be considered complete and will not be accepted by the Clerk's Office until all requirements are submitted. No exceptions are made.

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 the business according to law, and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. Lack of access to any portion of licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

Penalty for materially false application information: Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.


 (Officer of Corporation/Member of LLC/Partner/Sole Proprietor)

4/15/2021
 (Date)

Clerk's Office checklist for complete applications		
<input type="checkbox"/> WI Seller's Permit Certificate (matching articles of incorporation) <input type="checkbox"/> FEIN <input type="checkbox"/> Written description of premises	<input type="checkbox"/> Background investigation form(s) <input type="checkbox"/> Form for surrender of previous license <input type="checkbox"/> *Articles of Incorporation <input type="checkbox"/> *Appointment of Agent * Corporation/LLC only	<input type="checkbox"/> Floor Plans <input type="checkbox"/> Lease <input type="checkbox"/> Business Plan <input type="checkbox"/> **Sample Menu ** Class B only
Upon Application Submission, the Clerk's Office issued to the application:		
<input type="checkbox"/> Orange sign <input type="checkbox"/> Orange business card <input type="checkbox"/> "Applying for a Liquor/Beer License in the City of Madison" brochure with contact information		
Date complete application filed with Clerk's Office _____		
Date of ALRC meeting _____ Date license granted by Common Council _____		
Date provisional issued _____ Date license issued _____		

Little Palace Business Plan

EXECUTIVE SUMMARY

"Little Palace" is an American-Chinese restaurant that revisits the era when Chinese cuisine and dining was viewed as a celebratory event. The aesthetics are modernized with nods to the previous styles of this canon. We have taken a playful approach to the service and menu to rebirth some lost gems while rebooting some known classic dishes that are as American as apple pie. We will be offering Tiki-centric alcoholic beverages that have been synonymous with American-Chinese fare.

Little Palace will be operating in the Capitol Neighborhood where we will serve professionals, creatives, families, and with a target audience of 18 to 55. We have chosen this Capitol Neighborhood because we recognize that Madison is in need of more diversity in business ownership and we want to participate in the more visible parts of this city. We believe that the transplants to this city will be coming from more diverse spaces and we want to be prepared to welcome those that expect that.

We will be focusing on packaging and more social media marketing due to opening during a pandemic where occupancy is fluctuating. We know that diner's confidence may be wavering during this time, so communication and service will be a greater focus to ensure consumer satisfaction.

Little Palace will have price points that can offer accessibility to any budget. We will also offer specialty cuisines with higher price points and limited availability. We will be able to accommodate those who work around the square that need a quick lunch, a post-work drink and snack, or a family outing to celebrate.

Our playful presentation, price point, and quality of service will be our formula to engage and retain customers for repeat business and word-of-mouth referrals.

INDUSTRY OVERVIEW

Chinese and American-Chinese restaurants have suffered a blow in 2020 due to the pandemic and partly to racism. While restaurants nationwide have lost business owing to lockdowns, Chinese restaurants have been among the hardest hit. An April 2020 study conducted by the data subscription service Womply found that over half of them had stopped taking debit and credit card transactions during the pandemic, indicating closed operations—more than any other type of establishment. (The next most closed being “sandwich and deli concepts at 23%” According to Yelp data, half of the worst days for Chinese restaurant searches in the U.S. over the past year occurred since the coronavirus broke out.)

Many restaurants also struggled because Chinese-Americans, who made up the majority of their clientele, started avoiding restaurants as they were fearful of large gatherings. Chinese restaurants have been consistently declining in the country's Top 20 cities. 7% nationwide drops from 2014 to 2018. Part of it is a generational shift—the kids doing homework behind the counter have grown up and don't want to, or need to, take over the family business.

Old-school Chinese restaurants—the mom-and-pop shops marked by General Tso's chicken, happy-face plastic takeout bags, and lazy Susans—have been used to orders placed over the phone, not through the tech-savvy solutions accelerated by social distancing. They may be less used to third-party apps such as Grubhub or Uber Eats. They may be less likely to have a major presence on social media. The blow to Chinese restaurants during the coronavirus pandemic is less of a sudden hit and more the result of years of pummeling.

In light of this, many can see this as a bad business opportunity due to the decline in figures over the last few years. However, we see this as an opening to enter the space to fill voids that will always desire one of America's iconic comfort foods.

We are the children that have grown up and want to take over the family business. We are generation that is afforded the privilege to not have to operate “old-school” and be able to modernize and engage the business with technology and culture. If anything, this opportunity feels more like an obligation of legacy rather than just a way to make a buck.

Market Analysis

Our market size of the Madison metro area is 674,000 with a median age of 31 and an average household income of \$87,055. Approximately 51% of the population is female. Racial demographics: White 78.5%, Asian 8.9%, Black 7.0%, Other 5.5%.

Trends in Target Market

With the tech industry on the rise in Madison, the average medium income is increasing and the demographics of young professionals with disposable income are growing. The city is attracting consumers from various parts of the US where there is more diversity and will have a broader palette than the offerings available in a Germanic state and city like Madison. There has been a 13% increase in population since the previous census in 2010.

Nearly every Eurocentric and American restaurants feature some semblance of an Asian dish on their menus because it has been gaining popularity in the mainstream. However, there are very few Asian-cuisine establishments in the Capitol neighborhood. With experience in Chinese and South East Asian cuisine, we will be able to fill a large void and fulfill this demand that is lacking in this community.

Growth Potential

Due to the pandemic, there will be limited capacity so a majority of the sales will have to rely on carry-out and delivery orders. The benefit of starting during these parameters is that we can focus on marketing and food quality without the overhead of servers and in-house service. This will prove to be beneficial in the beginning as systems of efficiency are being developed. Adapting to food delivery services and online app integration with local systems will be integral to the carry-out delivery platform.

More rental and condo units are being developed within the Capitol Neighborhoods for a potential for an increase in consumers. We will be complimentary to downtown culture and night life as there are more events that centralize around the capitol - farmers market, concerts, street festivals.

Parking is abundant and readily available. The restaurant concept is complimentary to other businesses in the area as there is a variety of different styles of cuisines and only two Asian-centric restaurants on the whole capitol square, both of which are Japanese-centric.

Barriers

We are entering a space with a concentration of restaurants and bars that have already been established. There are already long-standing food and beverage establishments in the capitol neighborhood with a loyal customer base. Supply costs would be higher compared to long established restaurants in the start up phase.

GENERAL COMPANY DESCRIPTION

Our American Chinese restaurant will provide well prepared dishes, that are of good value, accessible, and service forward. We will be offering classic American Chinese fare that is ingrained in American cuisine history. We will be pairing this with Tiki drinks as it is hand-in-hand with the theme of yesteryear. We want to provide a restaurant that brings in people that want to have a no frills drink or food. Service will be paramount to meeting expectations.

Our Mission Statement

To provide a professional and creative food and beverage service within a stylish and inspiring environment that can be accessible to all.

Our Vision Statement

To provide our clients with a restaurant experience that focuses on ambiance and high quality food and drinks that are accessible and engaging. Our service will be executed with well-trained servers and staff.

Our Company Goals & Objectives Goals:

Goals:

- Increase customer base to 20% by end of first year
- Increase gross revenue 20% by end of year
- Food sales revenue target is 80% of gross sales
- Beverage revenue target is 20% of gross sales
- Maintain an average beverage cost under 20%
- Maintain an average food cost under 30%

Objectives:

- Maintain a healthy and creative workplace by offering benefits and competitive wages in order to keep staff consistent with a low turnover rate
- Monitor quality control by having mystery shoppers come in quarterly to test our staff
- To be on top of new trends and technology within the industry via continued education, trade shows, training
- Have a healthy, growing business that is recognized for unparalleled customer service and products
- Grow and retain a loyal customer base

- Design a unique space that is inclusive to all
- Offer quality food and beverage that is accessible to all
- Visual marketing, community engagement, and food and beverage program
- Maintain the highest standards of sanitation and health code practices
- Provide a range of entrees and drink that appeal to all clients with accessibility in mind
- Engage with community organizations to incorporate social activism
- Create a healthy environment for our staff to thrive socially, emotionally, and financially - to support our employees creatively

FOOD AND BEVERAGES

We will offer well-executed dishes and drinks. Sample menu attached for reference.

MARKETING PLAN

Market Trends

Asian cuisine has become popular in the last decade. We are seeing adaptations of Japanese, Korean, Filipino, Thai, Vietnamese, etc...from cooking shows, to the snack isles, to even fast food menus. Nearly every restaurant in the Madison-metro area has some Asian-inspired dish that is an offshoot from their menu offerings.

We are also in a cultural and political space where mainstream publications and television shows are being challenged for their appropriation and lack of food diversity. The restaurant industry has been responding where many people of color have been sprouting up their cultural cuisines and being well-received and supported by their community. Food and beverage, especially those that aren't European American fare, have been supported through engagement with their community and customers want to be more informed with narratives and histories of their food.

Our Target Market

The target market will be predominantly ages 18 to 55. For younger professionals (age 25-40), they will have disposable income, which is likely to be spent for social purposes - bars, restaurants, retail, and beauty. Their motivations would be encompassed in their pursuit of individuality and to express uniqueness and cultural worldliness. The medium of which they would express and showcase this through the platform of social media - being seen in an interesting or popular place is highly valued. The occupations of this demographic will have a wide range.

OUR COMPETITIVE ADVANTAGE

Service and Products

We will be offering American Chinese fare in a community that does not have any options. We are catering to the Capitol Neighborhood as well as the near east side with options of accessibility via delivery options.

Meals will be portioned with quality and value considered. We will be offering lunch specials and rotating brunch programs that are offshoots of the standard menu. Menu offerings will be on rotation and will see what the consumers respond well to in order to determine which dishes can become standards on the menu.

We will be pairing the food offerings with a Tiki themed cocktail menu to revisit the era of when American Chinese and Tiki drinks were popular. With the advent of many reboots of the past surfacing in popular culture, we see this as a great way to further communicate playfulness with our food program.

Employment

It's important to us to create a healthy environment for our staff to thrive socially, emotionally, and financially. We believe that taking care of our employees will result in a great cuisine, service and overall experience for the client. If we take care of our employees, it will trickle down to our customers.

Atmosphere/Culture

We want to have a healthy, growing business that is recognized for unparalleled customer service and cuisine - this will be the foundation of our business. We want to design a unique space that can welcome all. It is important for us to engage with community organizations to incorporate social activism into our space, as well.

SALES AND MARKETING STRATEGY

We will be strongly implementing social media as our marketing strategy to excite our target demographics with creativity and modern delivery of classic and canonized dishes. We will highlight current trends and social events and partner with brands and organizations that we align with for optimal cross-promotion. We will be utilizing the history of the food to educate our clients so they may be further engaged with the culture that are a part of and in turn create more value to the food itself.

Our social media content will also interact with our growing client base by cross-promoting our business handle with our suppliers, partners, and community organizations to set examples of how we are engaged with people throughout our entire process.

Our goal is to grow our restaurant so that it may stand amongst the tried-and-true food businesses in the Captiol neighborhood. We want to execute consistent food and service, while educating our consumers, engaging with community, and focusing on inclusivity.

“Little Palace” is set to make use of the following marketing and sales strategies to attract clients;

- Use social media to showcase and educate on menu items and beverages available
 - Create entry points for ordering food and education
 - Cross-promote with clients and local businesses
- Attend industry trade shows, expos, seminars, and business fairs
- Create different price-points for different category of clients
 - Budget conscious
 - Catering services
 - Private events
- Leverage on the internet to promote our business
 - Google Ads
 - Instagram and Facebook promotions
- Encourage word of mouth marketing from loyal and satisfied clients
- Private events
 - Comprehensive with food, beverage, entertainment, design/decor, etc.
- Public events
 - Fundraisers
 - Showcasing artists
 - Pop-ups with local businesses
- Introductory incentives
 - Grand opening specials

MANAGEMENT AND ORGANIZATION

Our Business Structure

At The Shop, we will build a firm business structure that can support our growth. We will hire the right people to help us build the business of our dreams.

Below is the business structure that we will use at "Little Palace".

- Restaurant General Manager
- Front of House Manager
- Back of House Manager
- Cooks
- Prep
- Servers
- Host
- Bartender
- Accountant/Bookkeeper

Roles and Responsibilities

Restaurant General Manager

- Creates, communicates, and implements the vision, mission, and overall direction
- Responsible for providing direction for the restaurant
- Responsible for building a strong client management system
- Responsible for signing checks and documents on behalf of the company
 - Responsible for monitoring inventory and managing costs for the restaurant
 - Researching products and trends
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to the restaurant
- Reports to investors
- Design job descriptions
- Coordinates training programs for Front of House and Back of House
- Identifies training and development needs for the employees through job analysis, appraisals, and consultation
- Help monitor and maintain equipment and facilities
 - Works directly with the owners

Front of House Manager

- Creates, communicates, and implements the vision, mission, and overall direction
- Responsible for providing direction for the food & beverage program
- Responsible for signing checks and documents on behalf of the company
- Responsible for monitoring inventory and managing costs for food & beverage
- Researching products and trends
- Manages and trains Front of House staff - servers, host, bartender
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to food & beverage
- Reports to investors
- Design job descriptions

- Identifies training and development needs for the food & beverage employees through job analysis, appraisals, and consultation
- Help monitor and maintain equipment and facilities
- Works directly with the owners

Back of House Manager

- Creates, communicates, and implements the vision, mission, and overall direction in the kitchen, food prep, and menu.
- Responsible for providing direction for the food program
- Responsible for signing checks and documents on behalf of the company
- Responsible for monitoring inventory and managing costs for food
- Researching products and trends
- Manages and trains Back of House staff - cooks, prep, dishwasher, expo
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to food
- Reports to investors
- Design job descriptions
- Identifies training and development needs for the Back of House employees through job analysis, appraisals, and consultation
- Help monitor and maintain equipment and facilities
- Works directly with the owners

Cooks

- Preparing food to standard - thorough temperature, portion, garnishes, and plating
- Maintains cleanliness and procedures for health and safety standards
- Logs the produce and perishables to maintain freshness of food used for dishes
- Helps maintain cleanliness and organization of the kitchen and prep area
- Properly disposes of expired food and produce
- Labels all containers and rotates food with expiration dates
- Completes and maintains food handling certification

Prep

- Cleaning and sorting produce and perishables
- Date and label foods for optimal freshness
- Efficient with usage of food preparation for cooks
- Helps maintain cleanliness and organization of the kitchen and prep area
- Properly disposes of expired food and produce
- Labels all containers and rotates food with expiration dates
- Completes and maintains food handling certification

Servers

- Sees to it that the client gets exactly what they want and are satisfied with their food and service
- Knowledgeable in all food and beverages
- Ensures that sanitation, health, and wellness are a priority
- Maintains proper presentation of plating, packaging, and set up
- Provides an impressionable experience for our clients

Host

- Creates positive first impression of guests
- Engages with customers in-person, via phone, and internet orders and inquiries
- Seeking resolution and problem solving forward
- Knowledgeable in all food and beverages
- Empathetic towards guests of all degrees of demand
- Communicates properly with servers, front of house manager, and general manager

Bartender

- Creates, communicates, and implements the vision, mission, and overall direction in the bar, beverage prep, and cocktail menu
- Responsible for providing direction for the beverage program
- Responsible for signing checks and documents on behalf of the company
- Responsible for monitoring inventory and managing costs for bar program
- Researching products and trends
- Manages and trains Front of House regarding beverages
- Evaluates the success of the business with the owners
- Handle all paper documents pertaining to bar program
- Reports to investors
- Design job descriptions
- Help monitor and maintain equipment and facilities
- Works directly with the owners

Accountant/Bookkeeper

- Responsible for preparing financial reports, budgets, and financial statements
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the company
- Serves as internal auditor for the company

SWOT ANALYSIS

Strength:

Our strength lies in our goal to provide an impressionable experience for our patrons. The magnitude of our service, the uniqueness of our food and beverage presentation will differentiate us from our competitors. Our business is in an isolated area away from competitors nearby. Located in a high traffic area in the downtown area with potential for a lot of foot traffic. Complimentary to shopping, beauty services, and downtown events.

Weakness:

This is a reboot of an old theme that will require a lot more social engagement to redirect old image to anew. It is also located on a one way street. We are competing with other long standing restaurants in the capitol area.

Opportunities:

The American Chinese restaurant menu is well known and is as American as apple pie. The business will be available because the menu is universally accessible. We have an opportunity to grow the net of clients while repackaging in a more playful and fun presentation.

Threat:

Competitors may appropriate menu items that show success in that area. Prejudice of Asian themed businesses due to our societal inability to see diversity as a worthy goal.

Little Palace Food and Beverage Menu

Entrees

1. Sesame Chicken
2. Egg Foo Young
3. Lo Mein
4. Mongolian
5. Moo Shu
6. Sweet & Sour
7. Stir Fried Veggies
8. Kung Pao
9. Cashew Chicken
10. Fried Rice
11. Beef & Broccoli
12. Garlic Chicken
13. Singapore Noodles

Appetizers

1. Egg rolls
2. Crab Rangoons
3. Chicken Wings
4. Pot Stickers
5. Beefsticks
6. Fried Wontons
7. Pu Pu Platter
8. Wonton Soup
9. Egg Drop Soup
10. Hot & Sour Soup

Alcoholic Beverages

1. Painkiller
2. Mai Tai
3. Scorpion
4. Zombie
5. Hurricane
6. Blue Hawaiian
7. Rum Runner
8. Daiquiri
9. Dark and Stormy
10. Singapore Sling
11. Old Fashioned
12. Espresso Martini

King Street

