

# Lush Lounge

744 Williams St suite 101  
Madison, WI 53703  
Alisa Davis, Robin Thompson  
608-399-4023

## BUSINESS OVERVIEW

OUR VISION	Eloquence being the element you acquire from elevation. We are a vibrant ambiance essential to the community.
OUR MISSION	Madison's only dark bar that brightens your day
THE SERVICE WE PROVIDE	Beer, Liquor, Cold Tapas

## MARKET ANALYSIS

WHO WE ARE TARGETING	All genders, ethnicities, and backgrounds; Ages 21 and older
THE PROBLEM WE ARE SOLVING	Opportunity growth for women and minority business owners
OUR COMPETITORS	Local taverns, diners, liquor stores
OUR COMPETITIVE ADVANTAGE	Dark bar, Wisconsin (only) alcohol beverage distributors, upscale ambiance, women entrepreneurs

## MARKETING AND SALES PLAN

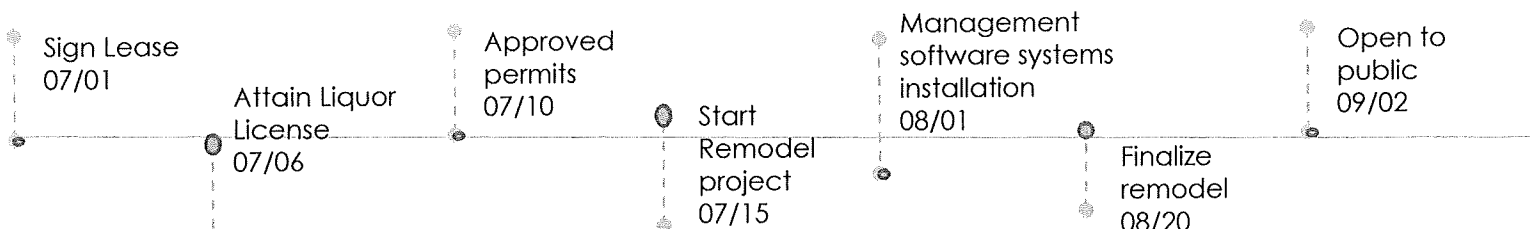
MARKETING CHANNELS	Social media, direct promotions, content marketing, website, word-of-mouth
MARKETING MATERIALS	Business cards, Flyers, post cards, blogs
CUSTOMER INCENTIVES (REFERRALS, DISCOUNTS, ETC.)	Wine and Cognac tastings, social events (painting, bingo), community support program involvement
STAFF REQUIREMENTS/TRAINING	Food and beverage safety certification, bartending license, five years customer service, 21 and older for serving

## KEY OBJECTIVES AND SUCCESS METRICS

### OBJECTIVES WE PLAN TO ACHIEVE IN A GIVEN TIME FRAME AND HOW WE WILL MEASURE THEM

1	Creation of Demand- Finding the customer taste and preference along with goods needed to satisfy the customer.
2	Customer Satisfaction- Continuously study the consumers demand. Modern marketing begins and ends with the customer.
3	Increase Company Profits- Reducing cost and increasing profits annually.

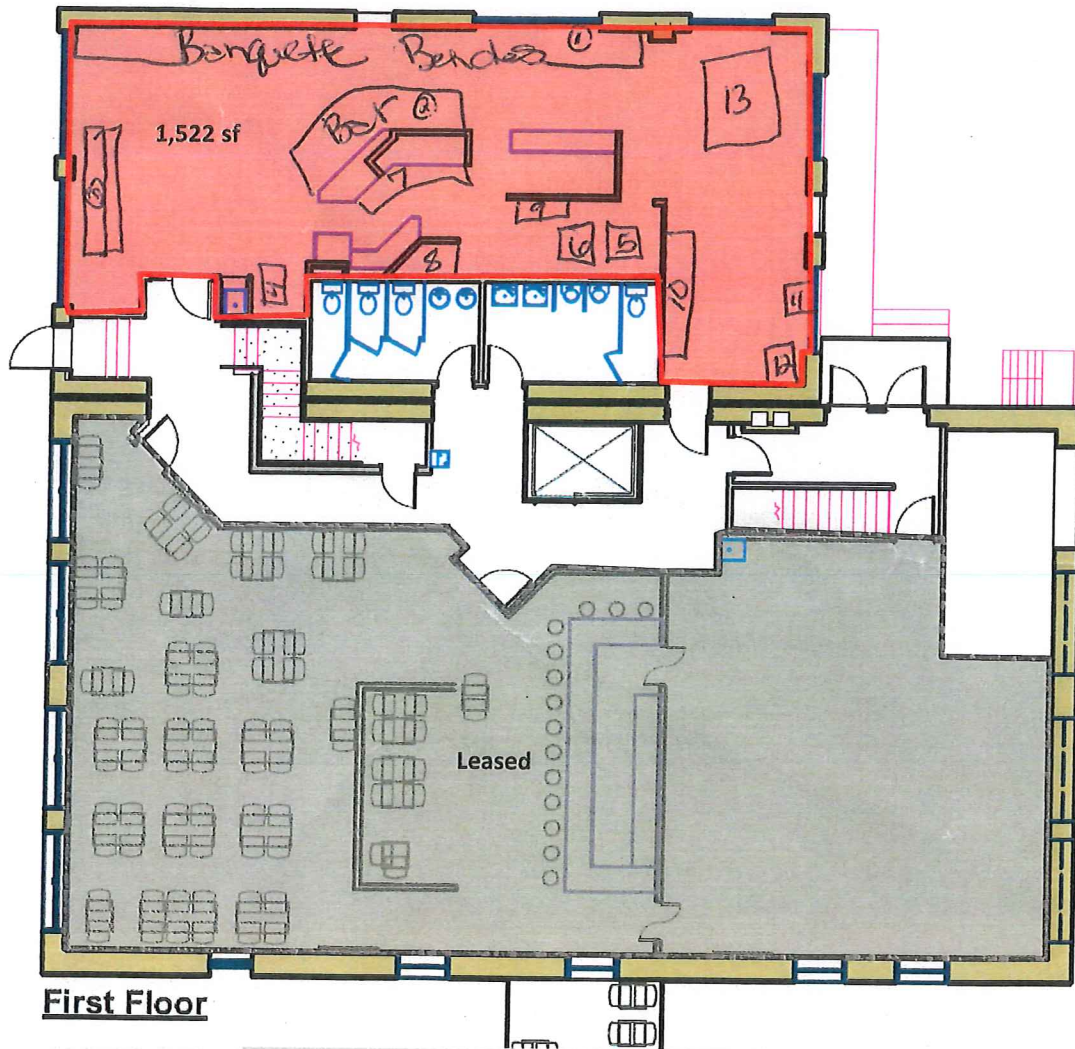
## Timeline of Milestones



# Floor Plans

744 Williamson St, Madison, WI

- |           |                          |                  |
|-----------|--------------------------|------------------|
| ① Seating | ⑥ Refrigerator           | ⑪ Gaming - Darts |
| ② Bar     | ⑦ Liquor Storage         | ⑫ Gaming - Darts |
| ③ Seating | ⑧ Liquor storage         | ⑬ Seating        |
| ④ Seating | ⑨ Food service Table     |                  |
| ⑤ Sink    | ⑩ Gaming - Shuffle board |                  |



Key Commercial Real Estate LLC | 608-729-1800 | [www.keycomre.com](http://www.keycomre.com)

# Food Sample Menu

Lush Lounge  
744 Williams St Suite 101  
Madison, WI 53703  
Alisa Davis, Robin Thompson  
608-399-4023

## Lush Tapas

- Charcuterie Board
- Tuna tar-tar
- Homemade salsa
- Homemade guacamole
- Party tray of crostini (3)
- Homemade chips and dip
- Homemade ceviche

Menu is subject to change and will have seasonal specials.

# Drink Sample Menu

Lush Lounge  
744 Williams St Suite 101  
Madison, WI 53703  
Alisa Davis, Robin Thompson  
608-399-4023

## Lush Cocktails

- House margarita
- House old fashioned
- Lemon drop martini
- Extra dirty martini
- Pomegranate martini
- Cosmopolitan
- Dirty Shirley
- Mimosa

## Wine

- Tasting of 3
- Tasting of 6
- By the glass
- By the bottle

## Beer

- Tasting of 3
- Tasting of 6
- By the glass
- By the bottle

## Cognac

- Tasting of 3
- Straight

## Champagne

- By glass
- By bottle

Cocktail menu is subject to change, there will be seasonal drink specials.