

Hayes Place
Business Plan

May 15, 2021

Executive Summary:

Hayes Place will offer a fun and relaxing place where people can be creative and enjoy the company of friends and family. Our concept is simple, we provide a venue where people will have the opportunity to be creative in a fun, safe and relaxing environment.

1. Business Owner & Product/Service

- Meet the Owner: Connee Jones is an accountant by day & an entrepreneur by night. She has been an accountant for over 15 years. She is also the owner of Creative Design Jewelry & More where she creatives one of a kind handmade jewelry, gift boxes and other unique gifts. She loves to be creative and enjoys organizing events. Her inspiration for opening Hayes Place is giving people in the community a fun safe place to gather with friends and family while being creative.*
- What is the product or service: Hayes Place is a place where people can enjoy an event where guest come and paint while enjoying a glass of wine and socializing with friends. The business would supply canvas and paints to each attendee, along with an example piece of art that everyone can use as inspiration for their own work. Guests will not have to be professional painters, options for all experience levels will be offered. Additionally, the business will host other events that support entrepreneurs including classes, workshops, private events including but not limited to book signing events, poetry shows, art shows and pop-up shops.*

2. Mission Statement:

- A place to relax, relate, and create. Our goal is to bring a fun, relaxing and enjoyable experience to our guest by providing a great place to come socialize and be creative.*

3. Company Structure:

- Hayes Place is a limited liability company.*

4. Target Market (s)

- Who are our customers - Our Target customers are adults over the age of 21.*

5. Current Opportunity

- *Why is the opportunity currently available?*
 - *Paint and sip businesses have become popular over the past decade. The business would host private parties with groups of friends, family members, or business colleagues. Hayes Place will be a great place to enjoy your time by mixing creativity and fun.*
 - *Wisconsin has a vibrant entrepreneurial environment. Hayes Place would like to give small businesses without a storefront the opportunity to grow by offering a place to promote and sell their products during pop up shops. The business will also offer networking opportunities.*

6. Projection of business future

- *Once the brand has been established, the plan is to open more locations in other areas.*

Sales & Marketing Strategy

- *Sources of Income*
 - *Hayes Place will host several Paint & Sip events per month. Business will also host a variety of other events that will generate revenue, including classes, workshops, and vendor events.*
 - *Projected gross sales per month: \$16,250*
 - *Projected expenses per month: \$4,870*
- *Advertising Strategy*
 - *Leverage the internet and social media platforms like; YouTube, Instagram, Facebook, Twitter, Snapchat, and other platforms to promote our business.*
 - *Encourage the use of word-of-mouth publicity from our loyal customers and local entrepreneurs.*

Operations Plan

- *My proposed business concept is to provide a fun, relaxing environment to be known as "Hayes Place". The concept is modeled after similar businesses in the paint and sip industry. The business would operate from 5 p.m. to 9 p.m. Monday through Thursday and 10 a.m. to 12 a.m. Friday and Saturday. The business intends to host private events to a maximum of 40 participants. Customers would be encouraged to carpool to events. Approximately 25 parking stalls may be needed. Events would last 2 to 4 hours depending on the event. The atmosphere is intended to be a relaxing environment with music and nice ambience. Customers may purchase and consume snacks and beverage including wine, beer, and mixed drinks for onsite consumption. All attendees are required to show ID at time of check in for adult only events where alcohol will be served. In addition to hosting paint and sip events the business would host private events, classes and workshops. Hayes Place would also support small, owned businesses by hosting pop up shops and events to promote entrepreneurs. Pop ups shops consist of up to 10 vendors renting a table to showcase their products or services. Invited guest would come shop during open hours. Estimated parking stalls needed would be 10 for vendors and 15 for customers. Hayes Place would host a pop-up shop on Saturday's 12:00 p.m to 5:00 p.m*

Equipment/Fixtures

- *Items needed to get started:*
 - *Tables and chairs*
 - *Art supplies*
 - *Bar counter and wall fixtures*
 - *3 compartment sinks*
 - *Surround sound system*
 - *POS system*

Permits Required

- *Change of use permit*
- *Liquor license*

Snacks available

Cheese and crackers

Finger sandwiches

Veggie and Hummus/Dip

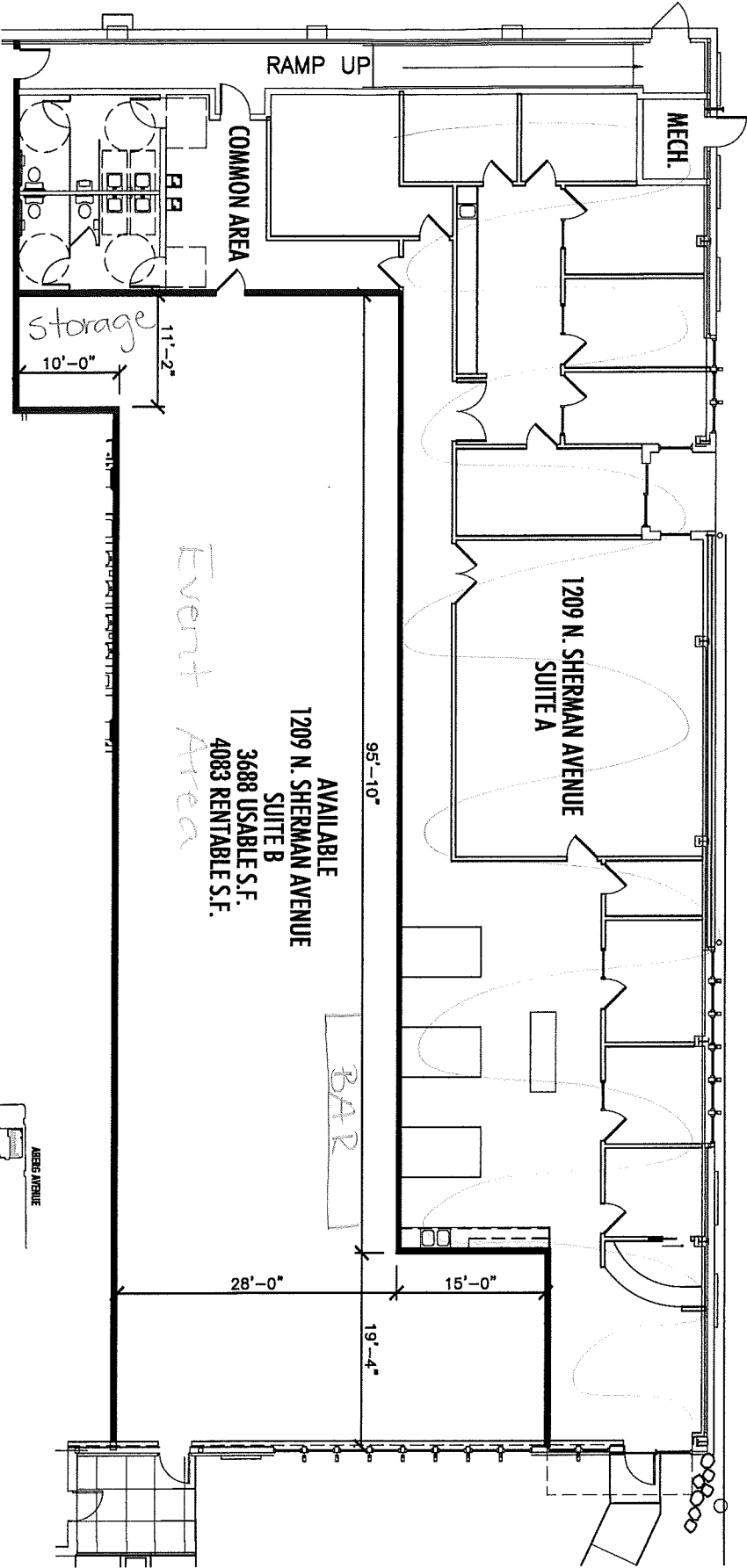
Pretzels/Chips

Fruit

Granola & protein bars

Cookies & brownies

Private events will also have the option to have food catered.



Alexander
COMMERCIAL
NORTHGATE

1709 Aberg Avenue

Rentable area calculations are based upon ANSI/BOMA Z65.1-1996
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