

BUSINESS NAME: STICKY RICE

BUSINESS ADDRESS: 337 MAW ST, RAINING, WJ
53403

QUESTIONNAIRE

1. Capacity

How many customers do you anticipate on your busiest days?

25-50 50-100 100-200 200-400 More than 400

2. Hours of Operation

Please indicate the intended hours of operation by day. If your establishment will be open past midnight, the indicated closing time will be understood to be the day following the indicated time your establishment will open for business.

MONDAY - SATURDAY LUNCH 11:30 - 2:00 PM
DINNER 5:00 - 9:00 PM

3. Ratio of Food to Alcohol (exclusive of any cover charge)

75% or more food Snacks only Other 50% food/50% alcohol No food

If other, please describe:

4. Type of Alcohol

Beer
 Beer and wine Hard liquor as well as beer and wine

5. Drink Specials

Will drink specials be offered? yes no If yes, what kind of drink specials?

HAPPY HOUR From 4pm - 6pm Mon - FRIDAY

6. Type of Entertainment (Check all that apply)

Cocktail lounge only Dance club Banquets and private parties
 Live music DJ introduced music Under age 21 events

7. Outdoor Facilities (Check all that apply)

For smokers Patios in front Patios in Rear Patios on side(s) Roof patio

8. Security

What type of security and age verification will be provided? Please describe: It is our strict policy to require identification of anyone ordering alcohol beverages who appears under the age of 30. We are a restaurant, not a bar.

How will you maintain security both inside and immediately outside the establishment? Please describe: we have trained our staff to call police, fire department or emergency services as the situation calls.

9. Parking access/security

Please describe your parking arrangements.

PARKING ON THE STREET PLUS WE HAVE PUBLIC PARKING RIGHT BEHIND THE RESTAURANT

* NOTE: You may attach additional pages if necessary.

CITY OF RACINE

Supplemental Application Form for new Alcohol Establishments

Date 4-30-11

Name of Corporation/LLC/Individual STICKY RICE LLC

Address of Licensed Premise 337 MAIN ST

PART 1

1. Have you contacted the alderman and neighborhood business association for the area in which you intend to locate? YES NO
2. Are there any special conditions desired by the neighborhood? YES NO
3. What type of business do you or will you conduct at this location? (check all that apply)
(Other licenses/permits may be required to operate your business.)

<input checked="" type="checkbox"/> Full Service Restaurant	<input type="checkbox"/> Grocery Store
<input type="checkbox"/> Bed and Breakfast	<input type="checkbox"/> Convenience Market without Gas
<input type="checkbox"/> Convenience Market with Gas	<input type="checkbox"/> Billiard Center (Billiard Hall License Required)
<input type="checkbox"/> Bowling Center (Bowling alley license req.)	<input type="checkbox"/> Catering (Sales only allowed on the premises issued an alcohol beverage license)
<input type="checkbox"/> Comedy Club	<input type="checkbox"/> Indoor Golf Facility
<input type="checkbox"/> Hotel	<input type="checkbox"/> Gift Shop Museum Center for the Visual and Performing Arts
<input type="checkbox"/> Video Game Center 6 or more games (Amusement Center license req.)	<input type="checkbox"/> Veterans Club
<input type="checkbox"/> Night Club (Dance Hall License Required)	<input type="checkbox"/> Tavern
<input type="checkbox"/> Brew Pub	<input type="checkbox"/> Volleyball Court (Permanent expansion of premises required)
<input type="checkbox"/> Fraternal Club	<input type="checkbox"/> Wine Tasting Room
<input type="checkbox"/> Theater Performances	<input type="checkbox"/> Liquor Store
<input type="checkbox"/> Private Sports Club	<input type="checkbox"/> OTHER (Please List)
<input type="checkbox"/> Department Store/Drug Store	<input type="checkbox"/>
<input type="checkbox"/> Cafe/Coffee Shop	<input type="checkbox"/>

4. What type of license(s) do you hold at this premise? (check all that apply)

<input type="checkbox"/> Cigarette	<input checked="" type="checkbox"/> Food (Apply at the Health Dept)
<input type="checkbox"/> Gas Station (Apply at Clerk's Office)	<input type="checkbox"/>
<input type="checkbox"/> Other (LIST)	<input type="checkbox"/>

5. If applying for a Class B or C license, what type of food service will you have at this location?
(check all that apply)

<input type="checkbox"/> None	<input type="checkbox"/> Prepackaged Foods
<input type="checkbox"/> Snacks/Appetizers	<input type="checkbox"/> Catered Events
<input checked="" type="checkbox"/> Full Meals -Hours of Food Service. From <u>11 AM</u> To <u>9 PM</u> (attach additional sheets)	

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6. Is this premise under construction? Yes No If yes, estimated completion date?

7. Is this a franchise? Yes No

8. Is this premise currently licensed? Yes No If yes list type of license CLASS B

9. Is the current licensee operating? Yes No If no, list date closed _____

LITTER/GARBAGE: What are your plans to keep the grounds clean? (check all that apply)

<input checked="" type="checkbox"/> Sweep	<input type="checkbox"/> Pressure Wash
<input checked="" type="checkbox"/> Pick up litter	<input type="checkbox"/> Hired Maintenance
<input type="checkbox"/> Building owner responsibility	<input type="checkbox"/> Garbage Cans Outside
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

Who is responsible to keep the grounds clean? (Licensee/Building Owner/hired Maintenance/Other)

LICENSEE

How Often? (Daily, Weekly, Other) DAILY

NOISE: How are noise issues addressed? (check all that apply)

<input type="checkbox"/> Security	<input checked="" type="checkbox"/> Manager approaches customer(s)
<input type="checkbox"/> Call Police	<input type="checkbox"/> Signs Posted
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

SECURITY: What is your security plan? (check all that apply)

<input checked="" type="checkbox"/> None	<input type="checkbox"/> Bouncers
<input type="checkbox"/> Hired Security Officers	<input type="checkbox"/> Off Duty Police Officers
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

PART 2: DETAILED BUSINESS SITE PLAN

A: ATTACH BUSINESS PLAN which outlines the type of business you plan to operate if granted a license. This should be typed and include the following:

- Hours of operation
- Alcohol based on a percentage of sales
- Sample Menu (if applicable)
- Security
- Parking
- Staffing
- Plan to deal with non-smoking laws
- Any special events/plans
- Good neighbor practices (i.e. litter control)
- Detailed Budget including estimated costs/profits

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B: ATTACH DETAILED FLOOR PLAN-You will need to submit a detailed floor plan.

READ ALL INSTRUCTIONS BEFORE PREPARING THE FLOOR PLAN.

- Any application submitted without the detailed floor plan (including all required items as listed below) will not be accepted.
- Even if the premise had previously been licensed and a floor plan submitted, a new floor plan must be submitted with this application.
- The floor plan must be filed on 8 1/2" by 11" size paper.
- A separate sheet of paper must be filed for each floor where alcohol will be stored, displayed, sold, given away and/or consumed.
- Even if the basement is being used for alcohol storage only, a floor plan is still required for the basement.
- Hand drawn floor plans are acceptable. Plans do not need to be architectural drawings or need to be to scale.

THE FLOOR PLAN MUST INCLUDE ALL OF THE FOLLOWING ITEMS:

1. Dimensions of the Premises and
2. Total Square Feet of the Premise (length x width=square feet)
3. Label all entrances and exits
4. Label all alcohol storage areas (coolers, etc) and
5. Provide dimensions of all alcohol storage areas (length x width)
6. Label all alcohol display areas (behind the bar, shelves, etc.) and
7. Provide dimensions of all alcohol display areas (length x width)
8. Class B & C Applicants Only: Label all seating areas, bars, and food preparation areas (kitchen)
9. Class B & C Applicants Only: Label all outdoor areas used for the sale of service of alcohol beverages (for example, patios, beer gardens, sidewalk cafes) and
10. Class B & C Applicants Only: Provide dimensions of all outdoor areas used for the sale or service of alcohol beverages (length x width)
11. Label all parking areas on the premises (do not include street parking) (This is required if the parking is shared, for example, a strip mall.) and
12. Provide dimensions of all parking areas available on the premises (length x width). The parking areas(s) should be marked on the floor plan for the first floor showing the relation to the building.
13. Mark the North Point (N) on each page.
14. Write the date on each page.
15. Write the Legal Entity Name (and Agent's Name if a corporation or LLC) on each page
16. Write the Trade (Business) Name on each page.
17. Write the Premise address on each page.

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IF YOU LEASE THE BUILDING, ANSWER THE FOLLOWING QUESTIONS:

Have you signed the lease? Yes No

Date lease begins: 03-2008 Expires 07-2014

Monthly Rental: \$ 3,000

Do you have an option to renew the lease? Yes No

Does your lease allow for the assignment to another party without consent of the owner? Yes No

For what length of time have you been guaranteed occupancy? (number of years) 6

In addition to paying monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? Yes No Explain if Yes _____

Does the present owner or occupant object to the granting of your license? Yes No

Explain if Yes _____

The City of Racine requires that you describe the type and general nature of entertainment that you will have under the following licenses:

- **Amusement** - COMPLETE SECTIONS A & B
Allows entertainment or exhibitions consisting of music, dancing, singing and floorshows performances. Includes Dance, Instrumental Music and Record Spin.
- **Dance License** - COMPLETE SECTION A ONLY
Allows dancing on the premises by patrons only. Dancing by performers is not allowed. This license also allows the playing of pre-recorded music machines (Record Spin) and instrumental Music by musicians. Singing is permitted if done by the persons actually engaged in the playing of the musical instruments.
- **Instrumental Music** - COMPLETE SECTION A ONLY
Permits the playing of instrumental music only, with singing on the part of and only by persons actually engaged in the playing of such musical instruments. No dancing allowed.
- **Record Spin** - COMPLETE SECTION A ONLY
Permits DJ's, karaoke and CD players. No dancing allowed.

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SECTION A: CHECK ALL THE TYPES OF MUSIC THAT APPLY: ("Variety" is not an acceptable answer.)

<input type="checkbox"/> Blues	<input type="checkbox"/> Latin Pop	<input type="checkbox"/> Hard Rock
<input type="checkbox"/> Reggae	<input type="checkbox"/> Classic Rock	<input type="checkbox"/> Country
<input checked="" type="checkbox"/> Easy Listening	<input type="checkbox"/> Contemporary R&B	<input type="checkbox"/> Dance - Pop
<input type="checkbox"/> Irish	<input checked="" type="checkbox"/> Tropical	<input type="checkbox"/> Other(list)
<input type="checkbox"/> Mexican Top 40	<input type="checkbox"/> New Age	<input type="checkbox"/>
<input type="checkbox"/> Modern Rock	<input type="checkbox"/> Rap	<input type="checkbox"/>
<input type="checkbox"/> Heavy Metal	<input type="checkbox"/> Jazz	<input type="checkbox"/>
<input type="checkbox"/> Hip- Hop	<input type="checkbox"/> Classic R&B	<input type="checkbox"/>
<input type="checkbox"/> Dance - R&B	<input type="checkbox"/> Techno	<input type="checkbox"/>
<input type="checkbox"/> Polka	<input type="checkbox"/> Folk	<input type="checkbox"/>

SECTION B: AMUSEMENT/CABARET LICENSE APPLICANTS ONLY (check all that apply)

<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Live Musicians
<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Poetry Readings
<input type="checkbox"/> Rapping/Rap Contests	<input type="checkbox"/> Solo Singers/Groups
<input type="checkbox"/> Dancing by Performers-Describe	<input type="checkbox"/> Wrestling-Describe
<input type="checkbox"/> Fashion Shows-Describe	<input type="checkbox"/> Patron Contests-Describe
<input type="checkbox"/> Exotic Dancer/Stripper/Adult Entertainment-Describe	<input type="checkbox"/> Other - Describe

Attach additional pages if necessary

If the type of entertainment is not listed above, please describe the type of entertainment you will have:


IF AFTER THE LICENSE HAS BEEN GRANTED OR ISSUED, YOU WISH TO DEVIATE FROM THE TYPE(S) OF ENTERTAINMENT LISTED. YOU MUST SUBMIT A "REQUEST TO CHANGE THE PLAN OF OPERATION". NO CHANGES IN ENTERTAINMENT SHALL TAKE PLACE UNTIL THE REQUEST HAS BEEN APPROVED BY THE PUBLIC SAFETY LICENSING AND/OR CITY OF RACINE COMMON COUNCIL. *ml* (INITIAL)

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I (we), the undersigned have a knowledge of the City Ordinances currently regulating these licenses and being duly sworn under oath, depose and say that I am (we are) the person(s) and that all statement made in the foregoing application are true and correct.

SUBSCRIBED AND SWORN TO BEFORE ME ON May 24, 2011

Signature 

Printed Name MORAKOT KHAMPAK Address 337 MAIN STREET
RACINE, WI 53403

STICKY RICE, LLC - 2011 BUSINESS PLAN

Sticky Rice moved to its new Downtown spot, the northeast corner of Main and Fourth streets several years ago and has become a fixture of the downtown dining scene. Sticky Rice Thai Restaurant is family owned and operated by the Khampane family, who is in also in the process of buying the building in which Sticky Rice is located. In addition to the restaurant, the building has a second store front business that formerly housed Gingers Lounge and several apartments on the second floor.

Services

Sticky Rice will offer Racine residents and visitors a trendy, fun place to have great food and drinks in a social environment. The menu's focus is on Thai and creative Asian fusion food with an emphasis on fresh and regionally authentic ingredients. The restaurant makes every effort to buy locally. Chef Nanthathon has a large repertoire of Thai ingredients and recipes that she developed while living in Thailand. Chef Nanthathon emphasizes healthy dishes, recognizing the trend within the restaurant industry for the demand for healthy cuisine. The restaurant will serve drinks to diners during normal business hours. Generally speaking, most customers order beer and wine, but there is a smaller, steady demand for mixed drinks.

Customers

Sticky Rice has a five part target market. The first group is single persons. The second group is couples, both young and old. The third group is persons working downtown. The fourth group is persons attending special events or celebrations downtown. The last group is tourists/marina users. Given the market, Sticky Rice has developed a solid base of regular customers from the first three groups. Sticky Rice has also experience seasonal increases in sales associated with the second two groups. Sticky Rice believes that offering a distinct alternative to traditional cuisine increases the desirability of downtown as a destination spot and benefits both Sticky Rice and all other downtown restaurants/bars.

Management

Sticky Rice is a limited liability corporation whose members are part of the Khampane family. The management team reflects the family business ethos: Morakot Khampane will be the general manager. Mr. Khampane has extensive management experience of Thai restaurant and other businesses, Thotsaphone Khampane will be a limited partner and Pytaphone Khampane will be responsible for all of the finance and accounting functions. Lastly, Sticky Rice has Chef Nanthathon Khampane who will be responsible for the back-end production of the venture. Chef Nanthathon has degree in both Chinese and Thai traditional cooking and over 10 years of experience.

Most important to Sticky Rice is the financial success which will be achieved through strict financial controls. Additionally, success will be ensured by offering high-quality

service and distinctive, flavorful food with interesting twists. By combining financial controls and a creative passion for food, Sticky Rice aims to continue to be a fixture in downtown Racine for years to come.

Ongoing Investment

Sticky Rice has secured a lease extension through 2014 at \$3,150 per month. Sticky Rice owns the restaurant equipment outright and has installed all necessary fixtures. In addition, Sticky Rice and Thotsaphone Khampane are negotiating for purchase of the building in which Sticky Rice is located with the current owner to ensure Sticky Rice remains in its current location through 2014 and beyond.

Financial Management

A monthly budget has not been formally adopted but monthly income of \$25,000 to \$30,000 has consistently been generated through sales to offset normal monthly expenses of about \$22,000 to \$28,000, which includes wages/ salaries for up to 6 employees. Sticky Rice has two accountants for purposes of providing accounting services and maintaining the business records. The parties have secured a lease agreement through 2014 with an option for an additional three year extension if Sticky Rice decides not to purchase the building.

Sticky Rice has consistently generated \$300,000 in sales since moving to Main Street. With costs remaining relatively fixed, Sticky Rice has consistently operated with a profit margin of 2.5%-3.5%. This figure is acceptable for a family-run restaurant business.

Marketing

1. Market Analysis Summary

Because we live in downtown Racine, we have an excellent feel for the area and its core group of customers. They will all share something a feeling of being downtown. Although the crew will be different and not connect with each other in each segment, each segment is complementary to the others.

2. Market Segmentation

Single Persons: most of the singles are young professionals who spend the most on drinks, appetizers and tips.

Young and Old Couples: The restaurant will have an atmosphere that encourages people to bring dates and to have couples arrive. It won't be awkward for others, and Sticky Rice does want to be a social place where people meet each other and develop a network. These young and old couples are generally very successful and form the most significant portion of Sticky Rice's revenue because they tend to order appetizers, entrees, drinks, and often dessert.

Persons Working Downtown: Persons who work downtown drive the lunch business and form the second most significant portion of Sticky Rice's revenue.

Tourists/Marina Users: Sticky Rice has consistently been able to attract tourists and marina users who are looking for something a bit out of the ordinary on their visit to Racine.

Special Events/Celebrations: Sticky Rice, like other downtown restaurants, takes advantages of city-wide promotions such as First Fridays and Party on the Pavement to increase sales and revenues.

Competition

We are the only Thai Restaurant in town. The closest competition is in Milwaukee or Kenosha. We don't view other restaurant as competition but more like complementation. After all you can't eat Thai food or Italian food all the time. It has been our experience that downtown diners like having different options and many of our customers are regulars at other downtown establishments as well.

Hours of operation

Sticky Rice will open 6 days per week. Closed on Sunday.

Monday – Saturday: Lunch 11:00AM – 2:00PM Dinner 5:00PM – 9:00PM

Operations

Sticky Rice has assembled a strong team for daily operation. Currently, Sticky Rice has 6 full time and part time employees. Sticky Rice brings in additional help during business upticks and for special events and celebrations.

Drink Menu

Sticky Rice plans to offer basic alcoholic beverage services. We're about food.

1. Sticky Rice Alcoholic Beverage List:

Beer and Wine

Mai Thai, Pina Colada, Margarita, Martini

2. Non-Alcoholic Beverage List:

Bottled specialty juices (vegetables & fruits)

Thai Ice Tea

Thai Ice Coffee

Food Menu

The menu is simple but constantly evolving with monthly specials. We keep a small group of favorites on the menu with changing chef's recommendation. We craft our menu to simplify ingredient ordering and reduce waste. In addition to streamlining the creative energy of the kitchen, this helps us maintain our financial controls.

1. Ethnic Ingredients and Recipes: Our chef has great latitude in designing and producing menu offerings from many Asian cultures. We endeavor to procure all the traditional, authentic ingredients necessary to hold true to these varied and interesting cultural recipes. Sticky Rice serves authentic, flavorful, delicious Thai food complemented by exciting, sumptuous offerings that fuse traditional Asian cuisines a modern twist.

2. Menu (see attached menu)

Strategy and Implementation Summary

Our main strategy is emphasizing Thai food. Our tactics are simple: hire a great chef and good supporting staff. Have a good location. Get the best from your employees. Work hard. Make food that our mothers would be proud of.

Our promise fulfillment strategy maybe our most important asset. The necessary tactics are ongoing value-based training, maintenance, and attention to detail, especially now that our popularity has been established. We emphasize exceptional service – we MUST prove to guests that exceptional service is still available and should be expected as part of a dining experience. We need to differentiate ourselves in more ways than simply serving interesting food.

We emphasize an entertaining experience – By assuring that all guests will enjoy themselves, we have secured market share through repeat business.

Focus on target markets – Our marketing and themes of uniquely Southeast Asian Cuisine will attract our target market segments.

Concluding Statement

Sticky Rice has been bringing Racine first class Thai food and is confident we will continue to do so. Sticky Rice is a great place to eat, combining an intriguing atmosphere with excellent, interesting food that is also very good for the people who eat there.

Please note, we have attached some plans that include the now closed Ginger Lounge. This business plan and our application for a liquor license is restricted to Sticky Rice Restaurant and does not involve Ginger Lounge in any way shape or form. If we have not redacted references to Ginger Lounge, the failure was inadvertent and should be disregarded.

Strategy and Implementation Summary

Our main strategy is emphasizing Thai food. The tactics are simple hire a great chef and good supporting staff which we have. Have a good location which we have done. Get the best from your employees. Work hard and have enough financial support which we have.

Our promise fulfillment strategy may be our most important asset. The necessary tactics are ongoing value-based training, maintenance, and attention to detail, especially after popularity has been established. Emphasize exceptional service -- We MUST prove to guests that exceptional service is still available and should be expected as part of a dining experience. We need to differentiate ourselves from the mediocre service venues.

Emphasize an entertaining experience -- By assuring that all guests will enjoy themselves, we will secure market share through repeat business.

Focus on target markets -- Our marketing and themes of uniquely Southeast Asian Cuisine will attract our target market segments.

I currently manage Sticky Rice and we are doing very well. We want fair profit for the owners, and a rewarding place to work for the employees.

Financial Management

Sticky Rice has two accountants for purposes of providing accounting services and maintaining the business records. A monthly budget has not been formally adopted but it is expected that monthly income of \$20,000 to \$25,000 will be generated through sales of food and drinks to offset expected monthly expenses of about \$18,000 to \$23,000, which includes wages/ salaries for up to 6 employees and a consulting service, operational supplies, security, entertainment, insurance etc.

In 2006, Sticky Rice had sales of \$232,996 and for 2007, sales were \$230,965. We are expecting better sales as we move to our new location. First, there's that great visibility being on Main Street. Second, the interior layout will be more suitable to running a restaurant. And Third, Sticky Rice will become handicapped-accessible for the first time. With these factors, we conservative project a 12 percent increase in sales for the first year and 16 percent increase for the years following.

Table 2 indicates that Sticky Rice can generate \$250,000 in sales by year one, \$300,000 in sales by the end of year two. Profitability will be reached by year two and produce net profits of 7.5% on sales by the end of year three. (Appendix 1 breaks down sales by daily activities).

Table 2

Sales 2008					
	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	340	4.3	1462	12	17544
Average Sales per Guest	14.75	4.3		12	0
Total Sales	5015	4.3	21564.5	12	\$258,774

Sales 2009					
	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	393	4.3	1689.9	12	20278.8
Average Sales per Guest	14.83	4.3		12	0
Total Sales	5828.19	4.3	25061.22	12	\$300,734

Sales 2010					
	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	450	4.3	1935	12	23220
Average Sales per Guest	15.107	4.3		12	0
Total Sales	6798.15	4.3	29232.05	12	\$350,784

Sales 2011					
	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	480	4.3	2064	12	24768
Average Sales per Guest	15.28	4.3		12	0
Total Sales	7334.4	4.3	31537.92	12	\$378,455

Operations

Sticky Rice and Ginger have assembled a strong team for daily operation. Currently, Sticky Rice has 6 full time and part time employees. With anticipated increase in sales, Sticky Rice and Ginger will hire additional help.

From Table 3, weekly staffing expense with tax burden is \$2,243 and yearly payroll is \$115,733 or 44 percent of sales. (Appendix 2 breaks down daily staffing requirements to operate Sticky Rice).

Table 3

Payroll Expense	Weekly	Weeks/Mo	Monthly	Month/Yr	Yearly
Payroll	\$2,243	4.3	\$9,644.43	12	\$115,733

Projected Profit and Loss

Table 4 projects profit and loss statement for the restaurant follows. Four years' annual totals are shown below. (Appendix 3 lists annual operating expenditures for Sticky Rice).

Table 4

Pro Forma Profit and Loss				
	2008	2009	2010	2011
Sales	\$258,774	\$300,802	\$350,788	\$378,597
Direct Cost of Sales	\$253,124	\$255,682	\$298,170	\$321,807
Other Production Expenses	\$0	\$0	\$0	\$0
	-----	-----	-----	-----
Total Cost of Sales	\$253,124	\$275,076	\$299,224	\$327,802
Gross Margin %	97.82%	91.45%	85.30%	86.58%
Net Profit	\$5,650	\$25,726	\$51,564	\$50,795

Security

Safety is of outmost concern for Sticky Rice and Ginger. To ensure pleasant experiences for guests, we will implement security measures to discourage nuisance behavior.

One of the main security measures is to have security personnel at the door checking identifications and also patrolling the premise.

For obnoxious patrons, bartenders, managers, and even bouncers will issue early, friendly warnings. Once warned, all employees will be trained to collectively keep an eye on the patron and issue second reminder warnings, if appropriate. Most customers will respond to this approach.

Those that refuse or are incapable of compliance will be cut off from alcohol service, at minimum or asked to leave.

Another security measure that we will implement is the use of security camera. Cameras will be installed for surveillances.

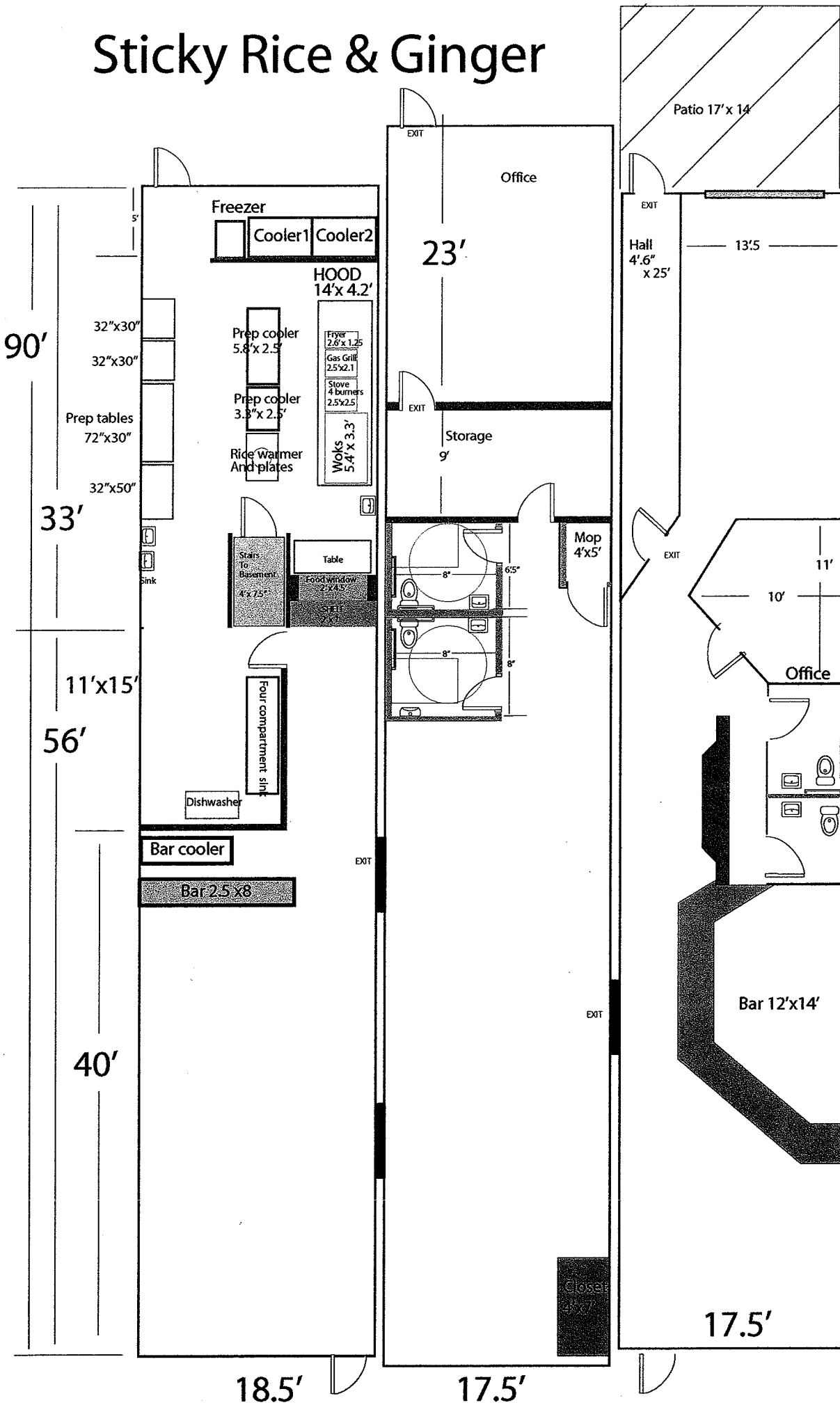
Parking

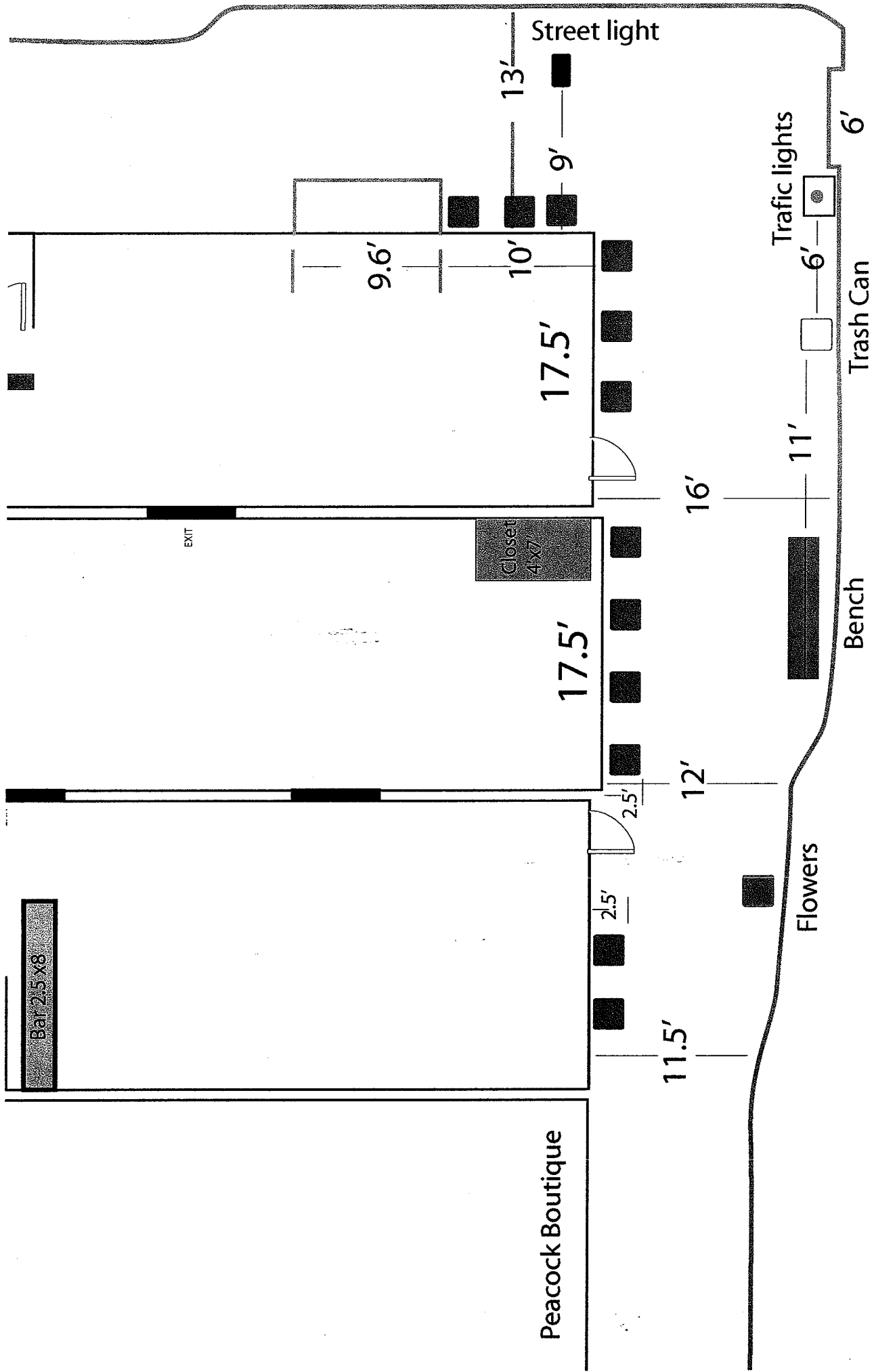
There is plenty of street parking plus on the back of Sticky Rice is Lake Avenue public parking ramp.

Concluding Statement

Sticky Rice has been bringing Racine first class Thai food and is confident we will continue to do so. Sticky Rice is a great place to eat, combining an intriguing atmosphere with excellent, interesting food that is also very good for the people who eat there. With the addition of Ginger and the new location, we are confident success is around the corner.

Sticky Rice & Ginger





Sticky rice & Ginger

Appendix 1: Daily Sales

2008												
Daily Sales	Mon	Tues	Wed	Thrs	Fri	Sat	Sun	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	50	50	50	50	70	70	0	340	4.3	1462	12	17544
Avg Sales	13.5	14	14	14	16.5	16.5	0	14.75	4.3		12	0
Total Sales	675	700	700	700	1155	1155	0	5015	4.3	21565	12	258780

2009												
Daily Sales	Mon	Tues	Wed	Thrs	Fri	Sat	Sun	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	56	56	56	65	80	80	0	393	4.3	1689.9	12	20279
Avg Sales	13.5	14	14	14.5	16.5	16.5	0	14.83	4.3		12	0
Total Sales	756	784	784	942.5	1320	1320	0	5828	4.3	25060	12	300724

2010												
Daily Sales	Mon	Tues	Wed	Thrs	Fri	Sat	Sun	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	60	60	60	70	80	80	40	450	4.3	1935	12	23220
Avg Sales	14	14.5	14.5	14.5	16.5	16.5	15.25	15.11	4.3		12	0
Total Sales	840	870	870	1015	1320	1320	610	6799.5	4.3	29232	12	350788

2011												
Daily Sales	Mon	Tues	Wed	Thrs	Fri	Sat	Sun	Weekly	Wks/Mo	Sales/Mo	Mo/Yr	Sales/Yr
Total Guests	65	65	65	75	80	80	50	480	4.3	2064	12	24768
Avg Sales	14	14.5	14.5	14.5	17	17	15.5	15.29	4.3		12	0
Total Sales	910	942.5	942.5	1087.5	1360	1360	775	7339.2	4.3	31550	12	378596

Appendix 2: Daily Staffing Expense

DAILY STAFFING (80-person capacity)							
Hourly Staff	Position	Quantity	Rate	Avg Hrs	Sub-total	Burden	Total
Monday	Kitchen Cook	1	\$12.00	8	\$96		
	Kitchen Help	1	\$8.00	12.5	\$100		
	Waitress	2	\$3.00	8.5	\$51		
	Host/Bus Boy	0	\$5.00	7	\$0		
	General Help	0	\$7.00	7	\$0		
	Staff Cost/Thur.					\$247	\$41.99
Tuesday	Kitchen Cook	1	\$12.00	8	\$96		
	Kitchen Help	1	\$8.00	12.5	\$100		
	Waitress	2	\$3.00	8.5	\$51		
	Host/Bus Boy	0	\$5.00	7	\$0		
	General Help	1	\$7.00	4	\$28		
	Staff Cost/Thur.					\$275	\$46.75
Wednesday	Kitchen Cook	1	\$12.00	8	\$96		
	Kitchen Help	1	\$8.00	12.5	\$100		
	Waitress	2	\$3.00	8.5	\$51		
	Host/Bus Boy	1	\$5.00	7	\$35		
	General Help	0	\$7.00	7	\$0		
	Staff Cost/Thur.					\$282	\$47.94
Thursday	Kitchen Cook	1	\$12.00	8	\$96		
	Kitchen Help	1	\$8.00	12.5	\$100		
	Waitress	2	\$3.00	8.5	\$51		
	Host/Bus Boy	1	\$5.00	7	\$35		
	General Help	1	\$7.00	7	\$49		
	Staff Cost/Thur.					\$331	\$56.27
Friday	Kitchen Cook	1	\$12.00	8	\$96		
	Kitchen Help	2	\$8.00	10	\$160		
	Waitress	2	\$3.00	8.5	\$51		
	Host/Bus Boy	1	\$5.00	7	\$35		
	General Help	1	\$7.00	7	\$49		
	Staff Cost/Thur.					\$391	\$66.47
Saturday	Kitchen Cook	1	\$12.00	8	\$96		
	Kitchen Help	2	\$8.00	10	\$160		

	Waitress	2	\$3.00	8.5	\$51		
	Host/Bus Boy	1	\$5.00	7	\$35		
	General Help	1	\$7.00	7	\$49		
	Staff Cost/Thur.				\$391	\$66.47	\$457.47
Sunday	Staff Cost/Sun.	0	\$0	0	\$0	\$0	\$0
					Weekly	Burden	Total
	Total Payroll				\$1,917	\$325.89	\$2,243

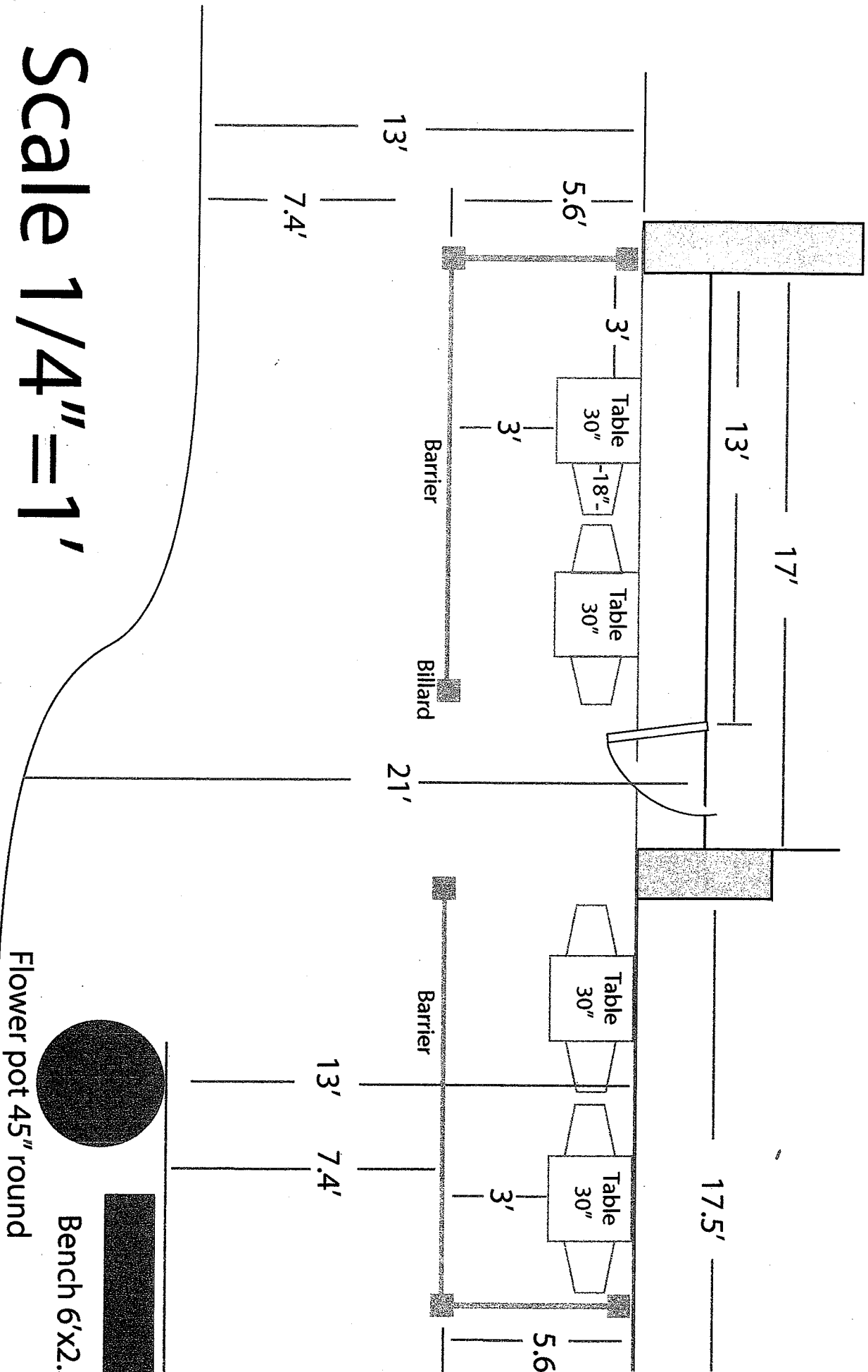
Appendix 3: Annual Expenses

1	Food	26169
2	Asian Foods	32000
3	Liquor	6144
4	Gas	3088
	Phone	
5	Services	1396
6	Mobile Phone	3000
	Rental Wtr	
7	Heat	1488
8	Pepsi Rental	636
9	Chemicals	756
10	Linen	600
11	Dish Rental	756
12	Insurance	2862
13	Fire Check	296
14	Wil-Kill	540
15	Garbage	1800
16	Soda	1200
17	Office Exp	1560
18	Fees	1470
19	Credit Fees	6300
20	Taxes	11730
21	Lease	24000
22	Utilities	9600
23	Labor	115733
Total Expense		253124

1	Food	28785.9
2	Asian Foods	35200
3	Liquor	6758.4
4	Gas	3396.8
	Phone	
5	Services	1535.6
6	Mobile Phone	3300
	Rental Wtr	
7	Heat	1636.8
8	Pepsi Rental	699.6
9	Chemicals	831.6
10	Linen	660
11	Dish Rental	831.6
12	Insurance	3148.2
13	Fire Check	325.6
14	Wil-Kill	594
15	Garbage	1980
16	Soda	1320
17	Office Exp	1716
18	Fees	1617
19	Credit Fees	6930
20	Taxes	12903
21	Lease	24000
22	Utilities	9600
23	Labor	127306
Total Expense		275076

1	Food	31664.49
2	Asian Foods	38720
3	Liquor	7434.24
4	Gas	3736.48
	Phone	
5	Services	1689.16
6	Mobile Phone	3630
	Rental Wtr	
7	Heat	1800.48
8	Pepsi Rental	769.56
9	Chemicals	914.76
10	Linen	726
11	Dish Rental	914.76
12	Insurance	3463.02
13	Fire Check	358.16
14	Wil-Kill	653.4
15	Garbage	2178
16	Soda	1452
17	Office Exp	1887.6
18	Fees	1778.7
19	Credit Fees	7623
20	Taxes	14193.3
21	Lease	24000
22	Utilities	10560
23	Labor	140036.9
Total Expense		300184

Sticky Rice



Scale 1/4" = 1'

Flower pot 45" round

Bench 6'x2.

Re Submitted
5.30.08

