

R&B Latin Club Inc.

R&B Latin Club will be located at 1600 Douglas Avenue in the city of Racine, WI. (corner of St. Patrick and Douglas Ave.). The Latin Club was incorporated in September of 2012. R&B Latin Club is a family owned and operated establishment by Brenda Torres family. The building is presently owned by Reynaldo Torres. The floor plan for the structure is there is (1) one apartment on the second floor and the tavern space on the first floor where R&B Latin Club will be located.

Services

R&B Latin Club will offer Racine residents and visitors a trendy, fun place to have great entertainment and drinks in a social environment.

R&B Latin Club's emphasis will be geared toward the entertainment side of the hospitality business. The Latin Club will provide WI-FI for our guest to offer service to our business and student clientele. R&B Latin Club will feature regular musical entertainment and will be used for business meetings, private parties, fundraisers, senior citizen card games, and the like. The Latin Club's plan is to provide different events that will provide a cultural and ethnic experience for a diverse crowd.

Customers 1.~})

R&B Latin Club believes that the market can be segmented into five distinct groups that it aims to target. The first group is the singles. The second group that will be targeted is young and old couple. The third group is working people. The fourth is special occasion celebration events. The last group is out of town quest, looking for the Latin experience.

Management

R&B Latin Club is incorporated and it's operated mostly with family members. R&B has assembled a strong management team. Brenda Torres will be the general manager and agent for the business. Ms. Torres will utilize her employment experience and apply that experience to the daily operation of the business. Most important to R&B Latin Club is the financial success which will be achieved through strict financial

controls. Additionally, success will be ensured by offering a high-quality service and clean environment for our clientele with some interesting twists.

Initial Investment

The parties have secured a lease agreement with the building owner which have a 6 year term and contains an option to purchase the building.

We will be able to setup shop in time to begin turning a profit by the end of month eleven and be profitable in the second year. We already own most of equipment needed for this restaurant so we plan to come up with a total of \$25,000 in capital. Table 1 lists investments needed to setup the R&B Latin Club.

Table 1

	R&B Latin Club Start-up Requirements	Budget
1	Licenses & Permits	500
2	Labor Plumbing	4000
3	Labor Electrical	1200
4	Labor Contractors	1500
5	Ice Bin	500
6	Blender Station	300
7	Drain board 36"	350
8	Water Filter	200
9	Glass Washer Rental	250
10	Cooler	500
11	Speed rail 3	350
12	Tiles	1000
13	Wood	500
14	Lights	1000
15	Cables	500
16	Tables & Chairs	3000
17	Electronics	2000
18	Back Display	2000
19	Materials	2500
20	Web Page	500
21	Inventory	2000
	Total Start-up Expenses	\$24,650

The initial startup capital for R&B Latin Club will come from family members and any loans to the company necessary to fulfill the company's needs to open and operate as a first class restaurant. Table IA Breaks down the capital investment by the family

Table 1A

Capital Investment	
Brenda Torres	\$30,000
Total	\$30,000

Marketing Analysis Summary

Because we have lived in Racine for over 35 years, we have an excellent feel for the area and its core group of customers. They will all share something a feeling of being in the "in crowd" and having "gotten it" in life. Although the crew will be different and not connect with each other in each segment, each segment is complementary to the others.

Market Segmentation

The Lonely Single: Most of the singles are young professionals who spend the most on drinks, and tips.
Young and Old Couples: The tavern will have an atmosphere that encourages people to bring dates and to have couples arrive. It won't be awkward for others, and the "Latin Club" 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 but balanced and won't be spending as much on drinks.
Working people: People that work in the Douglas Ave. area will have access to a great and unique environment.

Special Events Celebrations: Quincenera, Birthdays, Valentine's Day, Mother's Day, anniversaries or office parties. **Out of Town people:** We'll attract visitors who want to try something a little bit different during their visit to Racine.

Competition

We are one of the only "Latin Clubs" in town. Some of our closest competition is in Milwaukee or Kenosha. We don't view our club as competition but more like complementation. After you visit our club the people will see the unique atmosphere and experience.

Hours of Operation

R&B Latin Club will open 7 days per week. R&B Latin Club will open with limited hours for the first year. We hope to extend business hours in the second year.

Monday - Wednesday: 4:00P.M-2:00AM
Thursday - Saturday: 4:00P.M-2:00AM
Sunday: 11:00AM - 12:00AM

R&B Latin Club plans to offer a wider variety of both alcoholic and non-alcoholic beverage services.

R&B Latin Club's Alcoholic Beverage List:

Champagne, Beer, and Wine
Sangrias, Margaritas, Martinis, Mai Tai, Mojitos and other specialty drinks

Non-Alcoholic Beverage List:

Bottled specialty juices (vegetable & fruits)
Fruit Smoothies
Thai Iced Coffee and Thai Tea
Freshly Squeeze Lemonade
Bottled specialty waters

Strategy and Implementation Summary

Our main strategy is emphasizing Latin entertainment. The tactics are simple hire a 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 hospitality 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 "Tejano" experience will attract our target market segments.

We want fair profit for the owners, and a

Security

Safety is of utmost concern for R&B Latin Club. 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 a ten space parking lot at the rear of the Club.

Concluding Statement

R&B Latin Club plans to be service and an example to the redevelopment of the Douglas corridor. The club does not plan to just be a tavern, but also a service organization to the community. Plans include providing provisions for youth who are in need.

