

Coasters BUSINESS PLAN

Prepared by:

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1301 N Main St
Racine, Wisconsin 53402
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I. EXECUTIVE SUMMARY

Coasters (referred to from hereon in as the "Company") was established as a Limited Liability Company at 1301 N Main St, Racine, Wisconsin 53402 with the expectation of rapid expansion in the sports bar and grill industry.

Business Description

The Company was formed on 07/01/2016 as Limited Liability Company under Wisconsin state laws and headed by Dean Paros, Daniel Daams.

Over 30 years of combined experience in bar restaurant business. 5 at this location(Coasters)

The Company currently employs 4 full-time employees and 4 part-time employees.

Business Mission

It is our mission to be a positive force for our community. We plan to help clean, secure, and maintain our property as well as the properties in our surrounding area. We also plan to hire our employees from our community and use local vendors to help boost revenue in our area.

New Service

The Company is prepared to introduce the following service to the market:

Food and beverage: We will be a full service bar and grill promoting our food menu first in foremost. While we will operate as a sports bar our goal is to become a place you come for dinner and can also have a drink. Right now our kitchen is 40% of our total revenue and we'd like to see that continue to grow while we continue to promote great food in a great atmosphere.

We will be one of the few full service bar and grills in our area. Not only will we be supplying the community with a nice place to enjoy a meal, we will also be providing jobs for the surrounding area.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the sports bar and grill industry presently makes Millions of dollars in sales.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions:

The quality of the food and the price they have pay. The atmosphere and way they are treated during their experience. And most importantly the reputation of the establishment all are very important factors.

Business Goals and Objectives

Short Term:

Our goals are to build a place That people want to come back to. A place where you can feel safe while enjoying an after work meal and beverage.

Long Term:

We would like to see our food sales grow and become the staple that our business runs on..

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

Our target market is anyone from the age of 21 and up who are looking for a great place to grab some food and a drink after work. We want to provide a safe, clean, and positive atmosphere while treating our customers in a professional manner.

The estimated number of potential clients within the Company's geographic scope is greater than 500.

Pricing Strategy

The Company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the costs of customer acquisition, we have decided on the following pricing strategy:

We plan on meeting with other business owners in our area to keep our pricing competitive within our direct market.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

2375 Sq. Ft
1301 N. MAIN ST.
Coasters

Coasters | 1st Floor layout

PATIO

~~PARKING~~

1 Door

Door

Door

KITCHEN



BAR

Rest Room

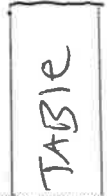
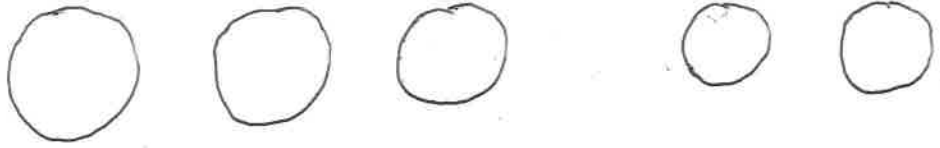
MEN'S

Rest Room

WOMEN'S



Pool TABLE



Door

TABLE

TABLE

TABLE

Chase

Door

1301 N MAIN ST
Coasters

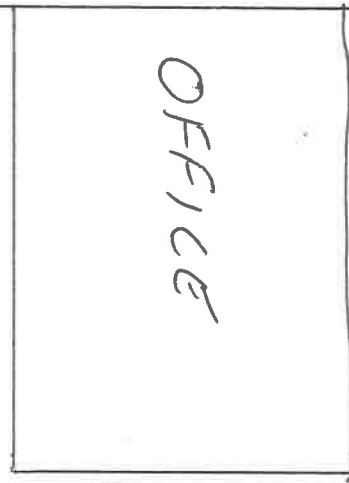
1875 SQ. FT. COASTERS BASEMENT LAYOUT

Door

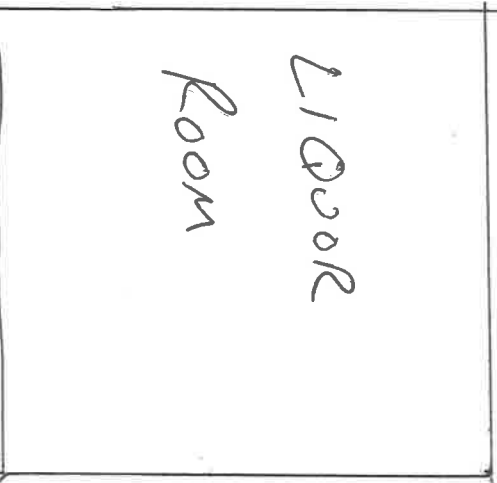
FURNACE



WATER
HEATER

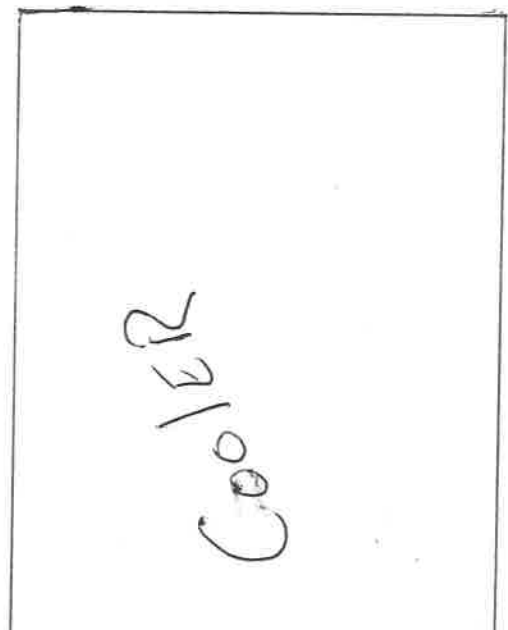


OFFICE



LIQUOR
Room

WATER
HEATER



COOLER

