

Business Plan

For

J Spot

1111 WASHINGTON AVE

RACINE WI 53403

1. Business Information

J Spot a neighborhood tavern which also serve non-alcoholic beverage and pre package snacks to customer.

J Spot is located near uptown Racine at 1111 Washington Ave, Racine WI 53403

J Spot is the trade name of the business which is owned by Joseph A Chavours Jr. as a Sole Proprietorship.

Joseph A Chavours Jr. lives at 1718 LaSalle St, Racine WI 53402

2. Operation and Marketing Plan for J Spot

A. Goods Sold:

J Spot will sell liquor, wine beer, soda and other non-alcoholic beverages as well as pre-package snacks.

B. Hours of Operation

- 1) J Spot will be open for business Sunday thru Saturday from 7:00 AM until 2:00 AM.

C. Advertising

J Spot is a neighborhood tavern and most customers will frequent the bar through word of mouth from friends or family members. The clientele is expected to be predominantly African American but will be open to all ethnicities.

J Spot will also be advertising by handing out flyers t-shirts and though the Racine Journal Times and social media.

3. Entertainment

A. DJ

There will be a DJ at the J Spot on Friday and Saturday night to play music.

B. Live Entertainment.

C. TV and Cable for sporting events.

4. Business Competition

The competitors for the customers I anticipate will be frequenting my business are:

Old School Way, located at 1300 16th St, Racine WI 53403

Jimmy Dale Sport Bar

5. Equipment and Supplies for the Operation of J Spot

A. Equipment presently Owned:

1. DJ Equipment

2. TV Monitors

a. Two 32 Inch

b. One 50 inch

3. Coolers: one 5 Ft by 3 Ft upright wall cooler

4. One Cash Register

5. Two Blender for mixed drink

6. An automatic glass washer that is placed in the sink

7. 20 upright bar stools

8. 6 round tables with four chairs for each table

9. Maintenance Equipment and Supplies

I the business owner, have a shovel for snow removal, brooms, vacuum, mops, buckets and other related equipment and supplies to meet the maintenance and janitorial needs inside the premises and to maintain the outside of the premises during the entire year.

B. Equipment that will be rented and used in the premises

1) One Juke Box

2) One Pool Table

3) One Dart Machine

4) Three Video Games

6. Beer and Liquor and Supplies

Upon approval, the business owner will purchase beer and liquor supplies from approved and licensed suppliers within the City, I, the business owner, will purchase normal supplies used in the operation of a tavern including liquor, malt beverages, soda, assorted pre-packaged snack foods, water and other normal supplies used in operating a tavern.

7. Pre Paid Insurance by Joseph A Chavours Jr. for J Spot

Joseph A Chavours has contracted Mike Waters at Society Insurance to obtain a quote for liability insurance for J Spot.

Joseph A Chavours Jr was told that the insurance would cost between \$1000.00 and \$1600.00 annually.

Joseph A Chouvours Jr if requested, will provide written evidence to the City clerk for the City of Racine, Wisconsin, that liability insurance is in effect before J Spots opens for business with the public.

8. Sign

There will be one signed 2 ft by 5 ft with the words J Spot printed on it.

The Sign will be installed professionally and the sign designed will be submitted to the City before its installation.

9. Floor Plan

- A. The floor plan for J Spot is attached
- B. The floor plan shows that there will be only one entrances that the customers will be able to use to enter the premises. The "exits" are "emergency exits" only.
- C. There is a locked (alcohol) storage room for liquor and other supplies shown in the plan
- D. The business premises are on the main street level at 1111 Washington Ave, Racine, WI
- E. The rear door exit is on the Racine St.

10. Business Bank Account

The business bank account for J Spot will be at Wells Fargo Bank. Joseph A Chavours Jr will deposit \$10000.00 into the business bank account when the license is approved.

11. Building

The building at 1111 Washington Ave, Racine Wisconsin is owned by Leslie Rogers. The building is rented by J Spot for the sum of \$1200.00 per month.

12. Federal TTB Number

Joseph A Chavours Jr will request a special tax registration from the United States Department of Treasury for Alcohol and tobacco sales for the tax period before opening date.

13. Federal Employer I.D Number

J Spot has been issued a Federal Identification Number 47-XXXXXXX

14. Wisconsin Business Tax Registration Number

Joseph A Chavours Jr applied for and was issued a Business Tax Account number by the Wisconsin Department of Revenue.

15. Building Inspection

The premises located at 1111 Washington Ave, Racine Wisconsin will be inspected by the City of Racine building department.

16. City Health Inspection

The premises will also be inspected by the Department of Health for the City of Racine for approval of the sale of pre-packaged goods.

17. Security

Joseph A Chavours Jr will hire a private security guard for the premises on Thursday through Saturday from 9:00 pm to 2:00 am to check customers ID's and to check for weapons before customers enter the premises.

Joseph A Chavours Jr will be on the premises during business hours and will assist in security.

Concluding Statement by Owner

J Spot is a sole proprietorship owned by Joseph A Chavours Jr. It is a small neighborhood tavern.

Joseph A Chavours Jr has been a resident of Racine for the past 27 years. Joseph A Chavours Jr has been employed at BRP US INC for the last 13 years.

Joseph A Chavours Jr has no criminal record. Joseph A Chavours Jr is a proper person to be granted a license to operate J Spot tavern by the City of Racine, Wisconsin.

Dated this – day of July, 2014

**Beginning Balance Sheet
For
The J Spot**

Business Assets

**Bank Account: Business Checking Account at
Wells Fargo**

Total Checking \$10,000.00

Total Bank Assets \$10,000.00

Equipment \$1,200.00

Total Equipment \$1,200.00

Total Assets \$11,200.00

Liabilities & Equity \$11,200.00

Liabilities \$0.00

Current Liabilities \$0.00

Other Current Liabilities \$0.00

Total Other Current Liabilities \$0.00

Total Current Liabilities \$0.00

Term Liabilities \$0.00

Total Long Term Liabilities \$0.00

Total Liabilities \$0.00

Equity \$11,200.00

Opening Balance Equity \$11,200.00

TOTAL LIABILITIES AND EQUITY \$11,200.00

J Spot
Projected Profit & Loss
Projected Monthly Budget
For 2014

I. Ordinary Income

Ordinary Income	
Sales Income	\$5500.00
Total Income	

II. Expenses

Estimated Cost of Stock-in trade, Including but not limited to beer, wine and Liquor, pre-packaged snacks	\$800.00
Premises Liability Insurance	\$200.00
Interest Expense	\$0.00
Required Licenses and Permits	\$100.00
Business Accountant	\$30.00
Sanitation	\$60.00
Office Supplies and Misc. Expenses	\$80.00
Utilities (water, sewer, telephone, heat & electric)	\$20.00
Rent	\$1200.00
DJ Expenses	\$400.00

Employee Wages and Expense

A. On Security guard 12 hours a week at \$10.00 an hour	\$480.00
B. One Bartender at 5 hours a day 3 days a week at \$5.00 an hour	\$280.00

Projected Monthly Expensed	\$3650.00
Project Monthly Net Ordinary Income	\$1850.00

KACINE ST

← 12' →

STORAGE ROOM

HALL

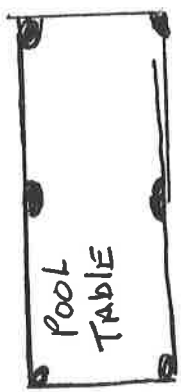
REAR Door

← 16' →

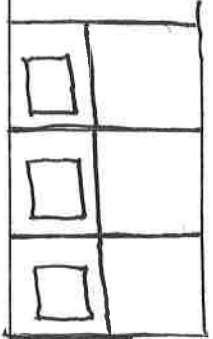
BATH ROOM

BATH ROOM

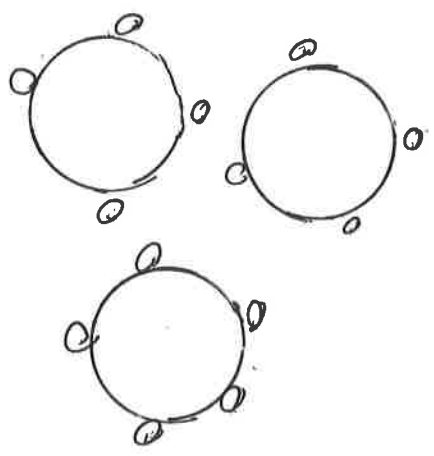
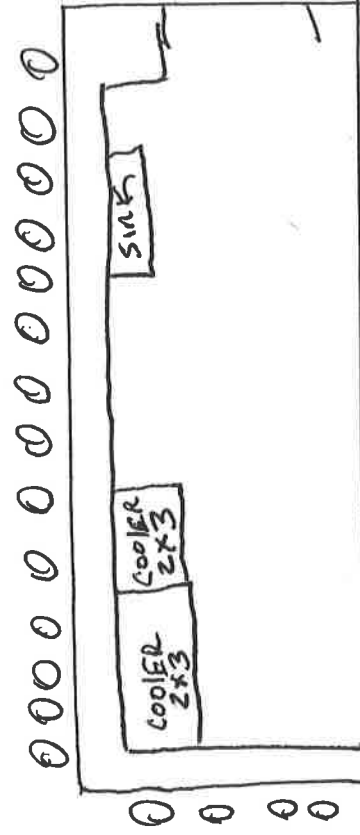
BASEMENT Door



VIDEO GAMES



COOLER 3x5



h344st

← 64' →

JUKE BOX

Front Door

← 21' →

WASHINGTON AVE