Sticky Rice
Business Plan

For

Sticky Rice Thai Restaurant 203/207 6th street Racine, Wi 53403

Sticky Rice Thai Restaurant

1. Sticky Rice is a neighborhood restaurant which serves a complete menu of authentic Thai food for lunch and dinner dine-in and take-out. We also offer a variety of alcoholic and non-alcoholic beverages.

Sticky Rice is located on the south side of Racine, at 203-207 Sixth Street, Racine, Wisconsin 53403.

Sticky Rice is the trade name of the business which is owned by Morakot Khampane as a sole proprietorship.

Morakot Khampane lives at 302 1/2 Sixth Street, Apt. 303 Racine, Wisconsin 53403.

- 2. The owner, Morakot Khampane, is the founder of Sticky Rice. He has more than eight years experience (2004 2013) managing this successful Thai restaurant in Racine.
- 3. Morakot Khampane successfully completed the ServSafe Food Protection Manager Certification Examination, accredited by the American National Standards Institute (ANSI) on April 27, 2011. The Certificate number is 8173281.

Morakot Khampane's Operator's License will expire on June 30, 2013.

4A. Sticky Rice will offer a complete menu of Thai food as well as liquor wine, beer soda and other non-alcoholic beverages.

The primary product for Sticky Rice Restaurant will be traditional Thai food entrees with an emphasis on lightly prepared dishes with strong aromatic components. Sticky Rice will focus on high quality ingredients to distinguish itself from typical fast food outlets. Sticky Rice will provide 18-20 tables for customers to stay and relax and enjoy an unhurried meal.

- 4B. Sticky Rice will be open for business on Mondays through Saturdays from 11:00 am to 2 pm and for dinner from 5:00 pm to 10:00 pm.
- 4C. Sticky Rice is a neighborhood restaurant and most customers will frequent the restaurant through word-of-mouth from friends or family members. From past experience, the clientele will be predominantly caucasian.
- 4C. Sticky Rice will advertise in The Journal Times and in the Kenosha News.
- 5B. There will be two TV monitors which will show local news and weather at Sticky Rice.
- 6. Sticky Rice has ample parking available on the streets around Monument Square. There are several parking ramps also within easy walking distance.

7. Competitors:

There are several restaurants in the immediate area which serve a variety of specialty ethnic foods.

There is a Chinese, a Japanese and a Korean restaurant, in addition to aSpanish restaurant, one serving International Cuisine, two shops selling takeout pizza, one national chain Sandwich shop, 3 Bar and Grill restaurants, a famous hamburger joint and a Chili and sandwich shop. This provides a wide diversity of dining opportunities.

Competitor strategies:

Each of our competitors targets a different niche market. Sticky Rice can distinguish itself by providing traditional Thai food and by ensuring a warm and welcoming environment plus authentic Thai hospitality combined with good food and good value. We are the only Thai rstaurant in Racine County.

8. Equipment presently owned:

- TV Monitors
- a. One 45- inch
- b. One 51-inch
- 3. Coolers: Two 5 ft. by 3 ft and one 3 x 3 ft. upright wall coolers
- 4. Freezer: Two 4 ft. by 3 ft. freezers
- 5. One Cash Register
- 6. 20 Tables and 20 Chairs
- 7. An automatic Dishwasher, 2 Component sinks
- 8. a minimum of sixty (100) drink glasses and 300 plates of assorted sizes
- 9. One wok, one stove, a deep fryer and a grill
- 10. 20 round tables with 2, 4, or 6 chairs each and 3 booths
- 12. 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.

9. Beer and Liquor Supplies

Upon approval, the business owner will continue to purchase beer and liquor supplies from approved and licensed suppliers.

10. Pre-paid Insurance

Morakot Khampane has insurance through Travelers Insurance of Connecticut for Sticky Rice. he premium is \$5,000.00 per year.

Morakot Khampane will provide written notice to the City Clerk for the City of Racine, Wisconsin, that Liability insurance is in effect before Sticky Rice opens for business with the public,

11. There will be one sign 4 ft. by 2.ft. with thw words Sticky Rice printed on it. The sign will be installed professionally and the sign design will be submitted to the City before its installation.

12. A. See attached.

- B. The floor plan shows that there will be only one entrance that customers will be able to use to enter the premises. The exits are "emergency exits" only.
- C. There is a locked cooler and rack for alcohol storage.
- D.The business premises are on the main (street) level at 203-207 Sixth Street, Racine Wisconsin.

Concluding Statement:

Sticky Rice is a neighborhood restaurant which serves a complete menu of authentic Thai food. Sticky Rice is the trade name of the business which is owned by Morakot Khampane as a sole proprietorship.

Morakot Khampane rents an apartment at 302 1/2 Sixth Street, Apt. 303 Racine, Wisconsin 53403. He has been living in Racine for nine years.

Morakot Khampane has no criminal record and is a proper person to be granted a licence to operate Sticky Rice Thai Restaurant by the City of Racine.

Dated this 26th day of April, 2013

Respectfully Submitted,

Morkot Khampane

302 1/2 Sixth St.

Racine, Wisconsin 53403

414-324-7174

- 13. Business Bank Account the business bank account for Sticky Rice will be at BMO Harris. Morakot Khampane has deposited \$10,000.00 into the business bank account.
- 14. The building at 203-207 Sixth Street, Racine, Wisconsin is owned by Thotsaphone Khampane. The building is rented by Morakot Khampane for the sum of \$2,000.00 per month.
- 15. Morakot Khampane will apply for a special tax registration from the United States Department of the Treasury for Alcohol and Tobacco sales.
- 16. Morakot Khampane has been issued a Federal Identification Number 46 2241584
- 17. Morakot Khampane has applied for a Business Tax Registration to the Wisconsin Department of Revenue.
- 18. Morakot Khampane is working with the City of Racine Building Department to provide for the inspection of the premises at 203-207 Sixth Street, Racine, Wisconsin.
- 19. The building will also be inspected by the Department of Health for the City of Racine.
- 20. Morakot Khampane will be on the premesis during business hours and will assist in Security.

STICKY RICE Projected Profit Loss Projected Monthly Budget for 2013

I. Ordinary Income Ordinary Income Sales Income

33,000

II. Expenses	
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Waitresses

Dishwasher

Kitchen Help

Hostesses

Busers

Cooks

Cost of Good Sold	8,400
Laundry Service	120
Business Insurance	220
Maintenance & Repair	100
Water Heater Rental	124
Dish Washer Rental	159
Pet Control	46
Advertisement	70
Rent	3150
Telephone	120
Utility	1000
Fees	700
Office Supplies	120
Employee Wages and Expense	

Projected Monthly Total Expenses projected Monthly Net Ordinary Income

Other Costs: Payroll, Insurance

27,001

\$5,999

997

454

1430

766

5632

193

3200



inner Menu

Dinner: 5:00 p.m.-9:00p.m Tel 262-898-8424 Mon.- Sat./ Lunch: 11:00a.m.-2:00p.m.

Appetizers and Soups : See lunch menu

CLASSIC XX
Thai Basil Stir Fry / Slightly Spicy

Beef, Pork or Chicken with Thai basil, onion, carrots, red and green pepper \$11.95 Shrimp add \$3.00

Snow peas, bell peppers, tomatoes, bamboo shoots, baby corn, cucumber, mushroom and tofu OR Chicken. \$11.95

Vegetarian Stir Fry

Roasted Cashews stir-fried with tender slices of chicken, red bell pepper, carrots, green onions and oyster sauce with a Cashew Chicken

Volcano Chicken, Fish or Shrimp

touch of garlic. \$11.95

Seasons, breaded, deep fried chicken breast topped with

Chicken \$11.95 • Fish(Tilapla filet) \$13.95 • Shrimp \$15.95

Beef Lovers Special

carrots, oyster sauce and garlic. Simply wonderful \$11.95 Tender beef sauteed with mushrooms, onion, tomatoes

Chicken or Shrimp Hawaii

fruit sauce: \$11.95 Shrimp add \$3.00 bell peppers, onion and pineapple served on sizzling plate with Marinated overnight with mushrooms, tomatoes, cucumber

SEAFOOD XX

Red Sea Curry / Slightly Spicy

sauce. \$16.95 or Just shrimp \$16.95 bamboo, bell peppers and fresh basil in a creamy coconut milk Shrimp, Elsh, Scallops and Squid with pineapple,

Green Sea Curry / Slightly Spicy

\$16.95 or Just shrimp \$16.95 Shrimp, Fish, Scallops and Squid with green beans, baby corn, mushroom and fresh basil in a creamy coconut milk sauce.

Seafood Basil Stir Fry / Slightly Spicy

Shrimp, Fish, Scallops and squid with bell peppers, carrot, and baby corn with fresh Thai basil. \$16.95 or Just shrimp \$16.95

Volcano Fish or Shrimp

volcano sauce. Fish(Tilapia filet) \$13.95 • Shrimp \$16.95 Seasons, breaded, deep fried Fish or Shrimp topped with spicy

Breaded fish and deep fried then stir-fried in garlic, ginger, chilli Fish with Ginger & Garlic Stir Fry / Slightly Spicy peppers, basil, tomato and snow peas.

Fish(Tilapia filet) \$13.95 • Shrimp \$15.95

FRIED RICE Thai Fried Rice

\$9.95 • Shrimp add \$3.00 mushroom, baby corn, tomatoes, pineapple and cashew vegetables to your meat or shrimp: snow peas, broccoli Beef, Pork, Chicken or Shrimp, with egg, garlic and scallions. Build your own combination by adding 2 of the following

- Chef's choice is Chicken, pineapple, cashew \$9.95
- Chef choice #2: Curry Basil Fried Rice snow peas, basil and curry(mild) \$10.95 Shrimp add \$3.00 Beef, Pork, Chicken with pineapple, cashew
- Mixed vegetable Fried Rice Beef, Pork, Chicken with broccoli, snow peas, carrot, bell pepper, onion, mushroom and baby corn \$11.95

NOODLES X Pad Thai

noodle dish. Original recipe from Thai master chef \$10.95 Pork, Chicken or Shrimp. Thailand's favorite and most famous

- Mixed vegetable (broccoli, snow peas and carrot) add \$1.00
- Shrimp add \$3.00 Egg Roll add \$1.25

Fat Noodle(fresh) Stir Fry / Pad seeyew

Shrimp or Shrimp and squid add \$3.00 Beef, Pork, Tofu or Chicken with egg, broccoli, snow peas, carrot with fresh fat rice noodles. \$10.95

Noodle basil Stir Fry / Slightly Spicy

\$11.50 • Shrimp or Shrimp and Squid add \$3.00 with Thai basil, broccoli, snow peas, mushroom and carrot A colorful dish with lots of flavor. Beef, Pork, tofu and chicker



Grilled Eggplant Stir Fry

bell pepper and basil. Choice of Tofu, chicken, pork \$11,95 Eggplant, ginger, garlic, onion, carrot, tomato, Shrimp add \$3.00

Thai Hot and Spicy Stir Fry (Prad prik)

Seafood(Shrimp, Fish, Scallops and Squid) \$16.95 Choice of Tofu, chicken, pork or beef \$11.95 onion, carrot, red bell pepper, bamboo and basil. An intensely flavorful combination of Thai spices. Green bean Just Shrimp \$16.95 • Substitute noodle for rice \$0.00

Mango Chicken

covered in mango sauce that's saute with snow peas, garlic, mango Shrimp \$16.95 onion, carrot, tomato and bell pepper. \$11.95 Unique blend of breaded deep fried pieces of chicken breast

Mildo Hot★ Go Native ★★ Very Hot ★★★

All meals severed with Rice unless indicated

Classic Green Curry / Slightly Spicy

Beef, Pork or Chicken with Thai eggplant, green beans, baby corn Thai curry dish \$12.25 and mushrooms in a cream and coconut milk sauce. Best known

Red Devil Curry / Slightly Spicy

Beef, Pork or Chicken with bell peppers, bamboo, pineapple, onion, carrot and sweet basil in a cream and coconut milk sauce. House's favorite Curry / Mild

cream and coconut milk, simmered to perfection. A family recipe passed down from my grandmother. \$12.25 Slow cooked chicken in yellow curry with potatoes and carrot in a

Jungle Mixed Vegetables / Slightly Spicy

A vegetarian delight. Snow peas, bell peppers, cashew, tomatoes, Chicken. Cooked in cream, coconut milk . \$12.25 bamboo shoots, baby corn, cucumber, mushroom and tofu OR

Slow Cooked Pork & Curry

Slow cooked pork topped with Red or Green curry and bamboo, carrot and basil served with rice \$12.95



STICKY RICE SURF & TURF

sauce and breaded shrimp. Topped with volcano sauce \$19.95 Grilled tenderloin strips marinated with our secret house

Thai Shrimp and Crab Fried Rice

luscious shrimp. Served with steamed vegetables. \$16.95 This is the king of all fried rice delicious crab meat and

Fish & Crawfish Heaven

tomatoes, Bell peppers, Thai basil, pineapple and red curry Breaded tilapia filet topped with crawfish tails, onion, sauce. \$16.95

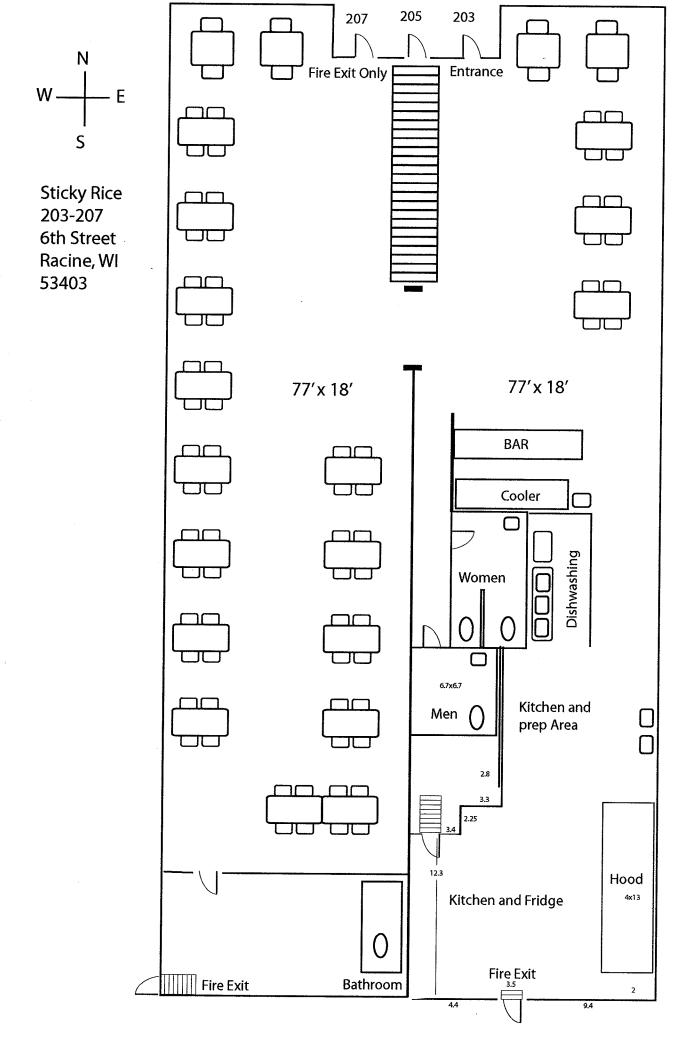
Thai Gumbo

vegetables cooked in Thai gumbo style. \$15.95 Shrimp, fish, crawfish, chicken, sausage, Thai basil and

Seafood Thai Hot and Spicy Stir Fry Prad prik

red bell pepper, bamboo and basil. \$16.95 Fish, Scallops and Squid with Green bean, onion, carrot, An intensely flavorful combination of Thai spices. Shrimp,

Dinner Menu



Supplemental Application Form for ALL NEW Alcohol Establishments

Date 4/28 / 13	
Name of Corporation/LLC/Individual STIC	KY RICE THAI RESTAURANT
Name of Corporation/LLC/Individual STIC Address of Licensed Premise 203-207	6th ST. PACINE WI 83403
	<u> </u>
PART 1	
1. Have you contacted the alderman and neig	shhorhood business association for the area in
which you intend to locate? ≥XES □NO	
2. Are there any special conditions desired by t	he neighborhood? □YES ØNO
3. What type of business do you or will you cond	duct at this location? (check all that apply)
(Other licenses/permits may be required t	o operate vour husiness I
Full Service Restaurant	☐ Grocery Store
☐ Bed and Breakfast	☐ Convenience Market without Gas
☐ Convenience Market with Gas	
☐ Bowling Center (Bowling alley license req.)	 □ Billiard Center (Billiard Hall License Required) □ Catering (Sales only allowed on the premises
and the feet was to the feet and the feet an	issued an alcohol beverage license)
☐ Comedy Club	☐ Indoor Golf Facility
□ Hotel	☐ Gift Shop Museum Center for the Visual and
	Performing Arts
☐ Video Game Center 6 or more games	□ Veterans Club
(Amusement Center license req.)	
☐ Night Club (Dance Hall License Required)	□ Tavern
☐ Brew Pub	☐ Volleyball Court(Permanent expansion of
C Fratornal Club	premises required)
☐ Fraternal Club	☐ Wine Tasting Room
☐ Theater Performances	☐ Liquor Store
☐ Private Sports Club	OTHER (Please List)
□ Department Store/Drug Store□ Cafe/Coffee Shop	
□ Cale/Collee shop	
4 11 10 11 11 11 11 11 11 11 11 11 11 11 11	5
4. Hours of Operation IIAM 7 2700 PM	2:00 PM - 10 100 PM
ndicate the intended hours of operation by day. If your establishment wi	Il be open past midnight, the indicated losing time will be
understood to be the day following the indicated time your establishmen .	of will be open for business. Example: Friday-Sunday 4 pm-1am)
5. How many customers do you anticipate on yo	our busiest days:
25-5050-100100-200	200 400 AAara Haara 400
Patio of Food to Alcohol (Evaluation of annual	More man 400
Ratio of Food to Alcohol (Exclusive of any cov	er cnarge)
	Other50/50No Food
. Drink Specials	•
Vill Drink Specials be offered? $Y(N)$ What	Kind
Page 1 c	

Supplemental Application Form for ALL NEW Alcohol Establishments

8. What type of license(s) do you hold at this	premise? (check all that apply)
☐ Cigarette	
☐ Gas Station (Apply at Clerk's Office)	. 0
☐ Other (LIST)	
 If applying for a Class B or C license, what type (check all that apply) 	e of food service will you have at this location?
□ None	☐ Prepackaged Foods
☐ Snacks/Appetizers	☐ Catered Events
	SAMTO 10:00 (attach additional sheets)
10. Is this premise under construction? □Yes	
11. Is this a franchise? □Yes ☑Mo	End in you, command completion dute;
12. Is this premise currently licensed? □Yes	Yo. If ves list type of license
13. Is the current licensee operating? $ abla\!\!/\!\!/$ es $ abla$	JNO IT no, list date closed
LITTER/GARBAGE: What are your plans to keep	p the grounds clean? (check all that apply)
	☐ Pressure Wash
Pick up litter	☐ Hired Maintenance
☐ Building owner responsibility	☑ Garbage Cans Outside
☐ Other (List)	Ó
Who is responsible to keep the grounds clean? (Lider) しょうしょう しょうしょう しゅうしょう しゅうしょう しょう しょう しょう しょう しょう しょう しょう しょう しょう	censee/Building Owner/Hired Maintenance/Other)
1	
IOICE Have many the state of th	
NOISE: How are noise issues addressed? (check all	
☐ Security	Manager approaches customer(s)
☐ Call Police	☐ Signs Posted
☐ Other (List)	
ECURITY: What is your security plan? (check all tha	at apply)
None	□ Bouncers
☐ Hired Security Officers	
Other (List)	☐ Off Duty Police Officers

Supplemental Application Form for ALL NEW Alcohol Establishments

PART 2: DETAILED BUSINESS SITE PLAN

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.

□ Detailed Budget including estimated costs/profits

- 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 in ink 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.
- 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).
- 5. Provide dimensions of all alcohol storage areas (length x width)
- 6. Label all alcohol display areas (behind the bar, shelves, etc.)
- 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)

Supplemental Application Form for ALL NEW Alcohol Establishments

- 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)
- 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.)
- 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 of LLC) on each page
- 16. Write the Trade (Business) Name on each page.
- 17. Write the Premise address on each page.

IF YOU LEASE THE BUILDING,	ANSWER THE FOLLOWING	QUESTIONS:
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Have you signed the lease? ¿ZYes □No
Date lease begins: SEPTEMBER Expires
Monthly Rental: \$ 2000
Do you have an option to renew the lease? ZiYes No
Does your lease allow for the assignment to another party without consent of the owner?
For what length of time have you been guaranteed occupancy? (number of years) 10 years -
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 💆 Explain if Yes
Does the present owner or occupant object to the granting of your license? Yes XNO
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.

Supplemental Application Form for ALL NEW Alcohol Establishments

- 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.

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

	·	
□ Blues	□ Latin Pop	☐ Hard Rock
□ Reggae	□ Classic Rock	☐ Country
□ Easy Listening	□ Contemporary R&B	□ Dance - Pop
☐ Irish	□ Tropical	☐ Other(list)
□ Mexican Top 40	□ New Age	
☐ Modern Rock	□ Rap	
□ Heavy Metal	□ Jazz	
□ Нір- Нор	☐ Classic R&B	
□ Dance - R&B	□ Techno	
□ Polka	☐ Folk	. 🗆

SECTION B: OTHER (check all that apply)	NOT APPLICABLE
□ Battle of the Bands	□ Comedy Acts
□ Disc Jockey	☐ Live Musicians
□ Magic Shows	□ Poetry Readings
□ Rapping/Rap Contests	□ Solo Singers/Groups
□ Dancing by Performers-Describe	□ Wrestling-Describe
□ Fashion Shows-Describe	□ Patron Contests-Describe
□ Exotic Dancer/Stripper/Adult Entertainment- Describe	□ 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:

Supplemental Application Form for ALL NEW Alcohol Establishments

IF AFIER THE LIC	JENSE HAS BEEN GR	ANTED OR ISSUED,	YOU WISH TO DEVIATE F	ROM THE TYPE(S) OF
ENTERTAINMEN	T LISTED. YOU MUST	SUBMIT A "REQUE	ST TO CHANGE THE PLAN	OF OPERATION". NO
CHANGES IN EI	NTERTAINMENT SHAL	LL TAKE PLACE UN	TIL THE REQUEST HAS BEEN	APPROVED BY THE
PUBLIC SAFETY	LICENSING AND/OF	R CITY OF RACINE	COMMON COUNCIL	(INITIAL)
these licenses	and being duly swo	orn under oath, de	ly Ordinances and State pose and say that I am (cation are true and corre	we are) the person(s)
	ID SWORN TO BEFO			ici.
	Muel	·		
Signature	- Week			
Printed Name_	MORAFOOT K	HAMPANE	Address $302\frac{1}{2}$ Ap	0+303 6H 87.
			RACWE	WI 53403
			- /	