

Business Plan for Rapids Food & Liquor Inc

Owner: Mr. Devendar Singh

1. Company Information:

Rapids Food & Liquor Inc - a Wisconsin Corporation is a Beer, Wine Liquor Store located on 3013 Rapids Drive, Racine, WI 53404 will be owned by Mr. Devendar Singh and his partner Mr. Sukhwindar S Nagra in real estate company Manveer & Kabir Real Estate LLC – a Wisconsin Limited Liability Company. The Beer, Wine Liquor Store has Rapids Food & Liquor sign outside which is highly popular in the surrounding community.

Mr. Sukhwindar S Nagra has strong experience in running a gas station business with liquor & beer from last 20 years. Mr. Devendar Singh who has certificate in responsible service of alcohol will be running the store. Mr. Devendar Singh currently owns two stations in state of Wisconsin located on Taylor Mart – 1813 Taylor Ave, Racine, WI 53403 and Villard Pump & Pantry – 4105 W. Villard Ave, Milwaukee, WI - 53209.

2. Marketing:

The Liquor Store has nice big road sign saying Open 6:00 AM to Midnight which stands out. Our satisfied customer will give very good mouth publicity which will eventually increase the business.

By advertising discount coupon in Local News Paper, bigger store space, up to date Inventory Management and top of the class customer service will draw more and more people from neighborhood.

3. Competition:

Rapids Food & Liquor Inc D/B/A Rapids Food & Liquor has no competition around it. This is the only liquor store on Rapids Drive.

4. Financial Management:

Mr. Devendar Singh and Mr. Sukhwindar S Nagra owners of Manveer & Kabir Real Estate LLC will invest total of \$195,000.00 of their capital. They will take out loan from State Bank of Chilton for \$500,000.00. The total of \$600,000.00 will be paid toward the purchase of building, equipment and remaining \$95000.00 will cover the closing cost as well as Inventory.

5. Operation:

Rapids Food & Liquor Inc will be managed by Mr. Devendar Singh and his team of staff consisting of total 4 employees. Mr. Nagra and all of his staff has certificate of Responsible service of alcohol and all are experienced worker in retail business.

The liquor store will be open from 6:00 AM to 9:00PM seven days a week. Insurance for the business will be obtained by American Family Insurance. It will also include workers comp. Insurance.

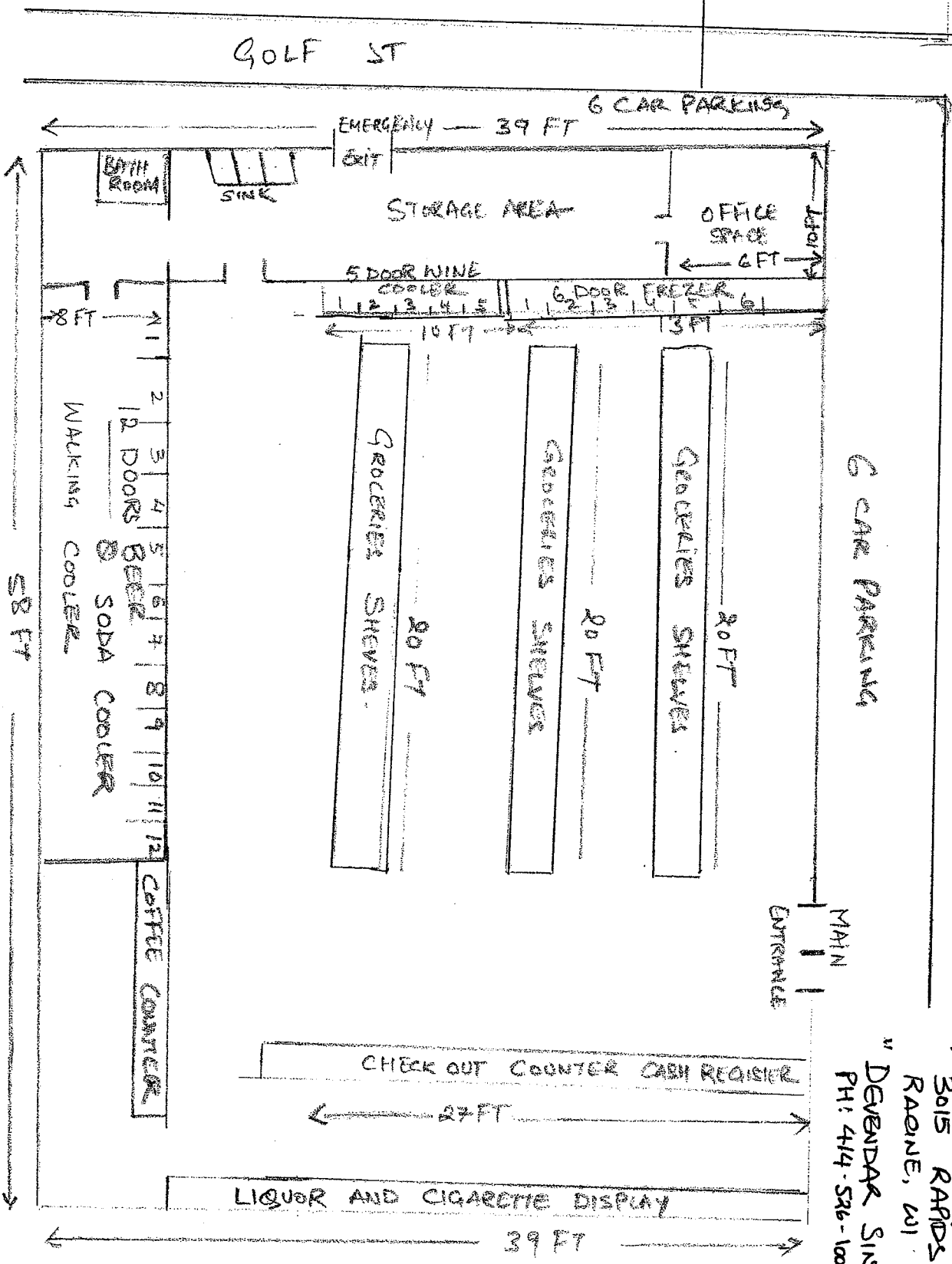
Security System is in place on premises and has camera's installed both inside and outside of the building.

Rapids Food & Liquor Inc.
Balance Sheet
Current Balance Sheet

	<u>Current</u>
ASSETS	
Current Assets	
Checking/Savings	
Bank	10,000.00
Total Checking/Savings	<u>10,000.00</u>
Other Current Assets	
Cash on Hand	200.00
Inventory on Hand	85,000.00
Total Other Current Assets	<u>85,200.00</u>
Total Current Assets	95,200.00
Fixed Assets	
Building	300,000.00
Business Goodwill	275,000.00
Personal Property	25,000.00
Total Fixed Assets	<u>600,000.00</u>
TOTAL ASSETS	<u><u>695,200.00</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Loan - State Bank of Chilton	500,000.00
Total Other Current Liabilities	<u>500,000.00</u>
Total Current Liabilities	<u>500,000.00</u>
Total Liabilities	500,000.00
Equity	
Shareholder's Investment	185,200.00
Projected Income	10,000.00
Total Equity	<u>195,200.00</u>
TOTAL LIABILITIES & EQUITY	<u><u>695,200.00</u></u>

Rapids Food & Liquor Inc
Projected Profit & Loss
Projected Monthly Budget for 2013

	<u>Monthly</u>
Ordinary Income/Expense	
Income	
Total Sales	70,000.00
Total Income	<u>70,000.00</u>
Cost of Goods Sold	
Beer & Liquor Purchase	26,250.00
Grocery Purchase	19,200.00
Lottery Purchase	4,750.00
Total COGS	<u>50,200.00</u>
Gross Profit	19,800.00
Expense	
Bank Service Charges	50.00
Credit Cards Processing Fees	800.00
Disposal	150.00
Insurance Expense	500.00
License & Permits	150.00
Payroll Expenses	4,000.00
Professional Fees	
Accounting & Legal	200.00
Total Professional Fees	<u>200.00</u>
Rent Expense	
Real Estate	5,500.00
Total Rent Expense	<u>5,500.00</u>
Repairs and Maintenance	800.00
Security Expense	150.00
Supplies	2,000.00
Taxes	
FICA	306.00
Sales Tax	2,500.00
Total Taxes	<u>2,806.00</u>
Telephone Expense	100.00
Utilities	
Gas and Electric	1,000.00
Water	100.00
Total Utilities	<u>1,100.00</u>
Total Expense	<u>18,306.00</u>
Net Ordinary Income	1,494.00
Other Income/Expense	
Other Income	
ATM Commission	1,006.00
Rebates & Comission	2,500.00
Total Other Income	<u>3,506.00</u>
Net Other Income	<u>3,506.00</u>
Net Income	<u><u>5,000.00</u></u>



RAPIDS ST

6 CAR PARKING

RAPIDS FOOD & LIQUOR INC
 3015 RAPIDS ST
 RAJINE, WI 53404

"DEVENDAR SINGH" AGENT
 PH: 414-546-1008



CITY OF RACINE 06-11

Supplemental Application Form for ALL NEW Alcohol Establishments

Date 02/07/13

Name of Corporation/LLC/Individual RAPIDS FOOD & LIQUOR INC.

Address of Licensed Premise 3015 RAPIDS DR.

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 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 checked="" 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. Hours of Operation 6:00 AM To MIDNIGHT

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 be open for business. Example: Friday-Sunday 4 pm-1am)

5. How many customers do you anticipate on your busiest days:
25-50 50-100 100-200 200-400 More than 400

6. Ratio of Food to Alcohol (Exclusive of any cover charge)
75% or more food Snacks Only Other 50/50 No Food

7. Drink Specials

Will Drink Specials be offered? Y N What Kind _____

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

<input checked="" 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"/>

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

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

11. Is this a franchise? Yes No

12. Is this premise currently licensed? Yes No If yes list type of license CLASS A LIQUOR, FOOD, CIG.

13. 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 checked="" type="checkbox"/> Hired Maintenance
<input type="checkbox"/> Building owner responsibility	<input checked="" 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 EMPLOYEES & HIRED MAINTENANCE.

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 checked="" type="checkbox"/> Signs Posted
<input type="checkbox"/> Other (List)	<input type="checkbox"/>

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

<input 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 checked="" type="checkbox"/> Digital Video Camera System

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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 sales based on a percentage of total 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

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 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)

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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 or 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:

Have you signed the lease? Yes No

Date lease begins: 03/01/2013 Expires 02/28/2018

Monthly Rental: \$ 5500

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) 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 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 NA
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 NA
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.

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- **Instrumental Music** - COMPLETE SECTION A ONLY N A
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 N A
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.)

<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 type="checkbox"/> Easy Listening	<input type="checkbox"/> Contemporary R&B	<input type="checkbox"/> Dance - Pop
<input type="checkbox"/> Irish	<input 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: OTHER (check all that apply) _____ NOT APPLICABLE

<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Comedy Acts
<input 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 <div style="text-align: center; font-size: 1.2em;">N A</div>	<input type="checkbox"/> Wrestling-Describe <div style="text-align: center; font-size: 1.2em;">N A</div>
<input type="checkbox"/> Fashion Shows-Describe <div style="text-align: center; font-size: 1.2em;">N A</div>	<input type="checkbox"/> Patron Contests-Describe <div style="text-align: center; font-size: 1.2em;">N A</div>
<input type="checkbox"/> Exotic Dancer/Stripper/Adult Entertainment-Describe <div style="text-align: center; font-size: 1.2em;">N A</div>	<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:

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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. DS (INITIAL)

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

SUBSCRIBED AND SWORN TO BEFORE ME ON 2/12, 20113

Signature K Devendar Singh

Printed Name DEVENDAR SINGH Address 8731 SHADOWOOD TRAIL
RACINE