

Business Plan for
Maxine's
835 Washington Ave.
Racine, Wi, 53403

Objectives

Maxine's has the objective of operating a successful tavern business with a clean, safe environment with quality beverages and entertainment for the clientele. The business will provide an income for staff and management and support the ongoing development of Racine. The business is a limited liability corporation that will own the tavern and lease the property from Peg and Randal Larson. The management of Maxine's will demonstrate its concept, execution, marketability and controls to reflect a positive light for Racine business.

Mission

Maxine's will strive to be a quality tavern in Racine. The goal is to be a step ahead of the competition. We will combine atmosphere, ambiance, and service to create a sense of "place" in order to reach the goal of over all value in a tavern/entertainment experience.

The Key elements of Maxine's concept are as follows'

- Sports Leagues—Sponsoring Sports leagues (Pool, Darts, Bowling and Baseball) will ensure a steady stream of repeat customers and increase revenue on traditionally slow business days.
- Tournaments – Cribbage, pool and dart tournaments will be employed to insure customer numbers.
- Quality Service in order to maintain a unique image the company will provide attentive and friendly service and will invest in the training and supervision of its employees.
- Advertising— a professional advertising program will be deployed with the intention of increasing clientele numbers.
- Cleanliness—A clean and attractive environment attracts the appropriate customer base and represents the professionalism of the operation. Special attention will be placed on clean and presentable restroom facilities.
- Security cameras are installed to ensure the safety of our clients and staff. Additionally extra security will be employed as special events or business needs require
- Finances will be managed using established professional accounting services with experience in this type of business

Owner Information

The owner, Evelyn Scheibner has been in the Tavern business off and on since 1986, including 11 years as the owner of Evelyn's Club Main

Hours of Operation

Maxine's will be open Monday through Saturday from 2:00 p.m. to close. Sundays will be open from 11:00 to close during sporting events and from 2:00 to close on all other Sundays.

Entertainment

- There are six TV monitors available so that customers can watch different sporting events and other televised entertainment that they may wish to see while at Maxine's
- Bands will occasionally be employed on Friday and Saturday nights consistent with wishes of customers and management

Beer and Liquor supplies

- Upon license approval the business owner will purchase beer and liquor supplies from approved and licensed suppliers within the city.

Insurance

- Maxine's has procured appropriate business insurance from Michael Graham Insurance and will provide proof of insurance to the city clerk upon request.

State and Federal requirements

- Maxine's has a Federal ATF number Federal Employee I.D. number and Wisconsin Business Tax Registration number Proof of these requirements will be provided to the city clerk at the time of license approval.

Inspections

- Maxine's has had the Building and City Health inspection and will comply with all requirements of inspection.

Respectfully Submitted,



Evelyn Scheibner
2917 Old Mill Drive
Racine WI 53405