

# **Business Plan**

## **Carl's Tavern**

### **Owners**

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### **Executive Summary**

We are submitting this bid in hopes of expanding our current restaurant (Carl's Tavern) and catering business (Country Catering INC). We plan to eventually move our current catering business east to Mahoney, once the sales are comparable to our current sales history. We have a military contract with the Nebraska National Guard. We hope to continue to cater for them using the facilities at Mahoney. This would allow us to maintain full time staff year -round at Mahoney.

We plan to mirror the restaurant and catering business at Mahoney to our existing businesses.

We feel this is a good fit for our company. We are a family -owned business with an emphasis on made-from scratch cooking and creating wonderful memories in a relaxing environment.

We have great memories of staying at Platte State Park and Mahoney with our children and grandchildren. We would like to name the lodge area with your approval – Carl's at Mahoney.

## **Carl's at Mahoney**

### Start up plans:

- Remodel cashier station to become Carl's Canteen – Similar set up as a Casey's convenience store. Self-serve Glass hot box for pizza, hot breakfast sandwiches, Pastries. Hot chocolate and gourmet coffee, glass door merchandisers for take & bake pizzas, garlic toast, casseroles, fresh salads such as fruit, garden salad. Glass door merchandisers for carry -out beer, wine and spirits. Restaurant remodel and merchandisers-\$100,000.
- Add a lounge area by the fireplace for cozy winter days/nights. Couches and rockers will be removed during peak summer season. \$5-\$10K
- Add moveable bar by fireplace to accommodate off season guests-the Cashier for Carl's Canteen could potentially operate both stations.
- Create a website for online ordering and curbside pick-up. Online ordering is about 10% of Carl's Tavern business and about 80% of the Catering business.

it is not possible for us to fund this project alone and all at once. We do not want to use our start up and operating funds to build infrastructure. We feel the Cashier remodel area is crucial for offering breakfast options, grab & go items and snacks for guests when the buffet and online ordering are not available. Together, we feel we can find a solution!

The goal is to get the Revamp done at the Cashier's station and the portable lounge up and running. Since contractors, plumbers and electricians may be involved, we must work with their timeline. With that being said, we hope to open Carl's Canteen (revamped cashier area) mid -September. We can open and operate that small space and then move on to opening for buffet service. We propose that Buffet service could run Fridays, Saturdays and Sundays during off season and WED – Sunday during peak season – providing staff is available. Online ordering would be available for ala carte items such as sandwiches, mixed baskets, etc.

## **General Company Description**

Limited Service Family Restaurant and catering service.

Mission Statement: Carl's at Mahoney will supply good food and drinks in a happy, positive environment.

Company Goals and Objective: Annual sales targets of \$1.4 million per year with a repeat customer base from surrounding communities.

Business Philosophy: To provide a fresh and high quality dining experience to a growing community.

Carl's at Mahoney will be divided into family dining, catering and military catering. We hope to provide food and beverages that will accommodate most guests.

We feel that the Mahoney area is a great location for a limited-service dining experience. The location is ideal for attracting tourists off the Interstate and connecting highways. We hope to attract outdoorsmen, tourists and families to the Carl's at Mahoney community.

Country Catering Inc. has been an off-premises catering company since 1999. Incorporated since 2004.

Country Catering Inc. is a home-based business, renting space from Carl and Diane Kucera. Country Catering Inc. is an S Corp.

## **Products and Services**

Country Catering Inc. operating as Carl's Tavern will offer American classics such as craft burgers, steaks, seafood and weekly specials. Patrons may rent all or partial segments of the restaurant for company meetings and social events. We Cater to YOU! We understand that all venue rentals are to be paid to the NGAP. With that being said, we would like to rent the conference rooms for Mother's Day and Father's Day. We would offer a premier, high end buffet in the conference rooms for advance ticket holders on those dates!

We have been in the catering business for over 20 years, servicing both high- and low-end customer needs. Everyone has a budget and we meet their expectations. Our disadvantage has been the lack of a store front for our many customers. Carl's at Mahoney will fill the customer's need, as well as provide a fun and welcoming environment.

## **Marketing Plan**

### **Primary Market Research:**

There has been a need for a unique dining experience since the previous vendor left. We plan to upgrade table ware and remodel (with your permission and guidance) to achieve a memorable "Carl's at Mahoney" experience.

Carl's at Mahoney will focus on an area approximately one hour from the area. Guests can rent the lodge rooms, guest cabins and outdoor camping sites and then head to Carl's for a meal, relaxing drink with a fabulous view. Carl's will also be applying for an alcohol catering permit to provide drink services to functions outside of the restaurant. We do not know our market share at this time but there is a high demand for an eating establishment in your area. Due to Covid-19, we will be able to offer outdoor seating and take out menus. We envision this business being at the same sales level as Country Catering. With the tight labor market, the wage structure is a guess at best. Country Catering has a good reputation in the Broken Bow, Kearney, and Grand Island communities. With not being well known in your area, brand recognition will be a priority. We plan to join the local Chamber of Commerce, run ads in the local newspapers, Radio, billboards and have a presence on Facebook and Instagram to get Carl's at Mahoney, to be a household name.

Finding 10-15 employees to support the size of the restaurant will be a barrier to opening in a timely fashion. Country Catering has some staff in the area that we may have to schedule until suitable employees can be hired at a competitive wage. We are member of 4 Chamber of Commerce's (Grand Island, Kearney, Broken Bow and Ord) and will adapt as needed. Menus and pricing may change, but food service is a necessity.

### **Product**

Country Catering Inc. dba Carl's Tavern will provide a mix of dishes on the menu as well as weekly specials. Proposed menu is listed below. Carl's will be hosting a Sunday noon buffet to fill the need of a place to gather and eat on Sundays. Carry out will also be available

throughout the week. Merchandise will be available including t-shirts, sweatshirts, hats, and bar glasses. Carl's will be divided into three areas:

- Family Dining- Booths and tables for families to enjoy a meal together
- Sports Bar- will have multiple TVs, high top seating at the bar
- Patio- beautifully landscaped area for family eating

## **Promotional Budget**

With a new sign and merchandise, we plan on an estimated promotional budget of \$10,000-13,500.

## **Pricing**

The pricing of menu items is listed below. Our pricing is based on current market trends and is subject to change. Any issues with guests will be handled before they leave the restaurant. Guests will have easy access to both indoor and outdoor seating. Guests may sit at the location of their choosing, provided the area isn't already occupied or reserved.

## **Production**

Some menu items will be produced by Country Catering at the Litchfield location. Quality will be our top priority for our guests. If guest volume becomes too great for our commercial kitchens to support, we reserve the right to subcontract with other vendors of equal or greater quality. We also plan to bring to Mahoney, our towable smoker to smoke our own meats.

## **Legal**

We will require a liquor license, food permit, and fire inspection. Carl's will be using the same insurance company, lawyer and accountant used by Country Catering Inc. Our lawyer has secured the naming rights in the state of Nebraska for Carl's Tavern. We also have a registered brand that we will use for logo's and promotions.

## **Personnel**

We plan on employing 10-50 people to handle the size of this restaurant. Jobs will be posted in local newspapers and online. Pay will be determined by experience. Country Catering is planning on supplying some staff to start but will be replaced when Carl's has hired the right staff. We are a house pool company. We pay the current federal minimum wage plus a house tip split for all employees. Tips are split based on hours worked. The hourly wage may vary due to experience and education. We require all staff to read the Carl's Handbook and sign. All personnel handling alcohol must take a class from the Nebraska liquor control website. We

train each employee in the field that they were hired for. Each new team member will shadow a trained team member until all feel comfortable that they understand their duties and responsibilities. All Managers shall possess a SERV Safe Manager's certificate.

We use 7 shifts as our online scheduling tool. Employees are paid weekly via direct deposit.

## **Suppliers**

Carl's at Mahoney Plans on using a mix of suppliers including Sysco, US Foods, Coke, Beer & spirit distributors and any local food suppliers available. We are also interested in using local farmers for a source of fresh produce.

## **Limited online Menu-for dine in, carry out or curbside**

Wings- plain, salted caramel, Franks hot sauce, BBQ, Parmesan garlic - \$12 for 1# and \$22 for 2#

Carl's burger -double patty, cheese, lettuce, tomato, house pickles and cheese w/fries-\$15

Wedge salad w/ egg, bacon, and blue cheese-\$13

Asian chicken salad – cucumber, carrot, bell pepper, crunchy noodles, breaded chicken, sesame chicken dressing-\$13

Cheeseburger w/fries - \$10

Pulled pork sandwich w/ Brussel slaw and bbq sauce - \$13.

Fried chicken sandwich w/ secret sauce, tomato, house pickles \$11

4 am burger w/ peppered bacon, fried egg and pickled jalapenos-\$15

Brisket French dip w/ au jus and fries-\$15

8 oz. Sirloin steak with fries-\$17

14 oz. Ribeye steak with fries -\$27

Seared salmon with seasonal vegetables and fries - \$20

**Buffet-Brunch & Lunch pricing-adults \$14, children \$1 x age up to age 12.**

**Friday Dinner buffet – Adults \$20, children \$1.5 x age up to age 12**

## **Saturday dinner buffet - \$35 adults, children under 12 are \$2.5 x age**

11 am – 2 pm -Friday buffet – Lunch – Italian – pizza, pasta, garlic toast, salad bar, self -serve non -alcoholic drinks.

4 pm – 8 pm -Friday dinner buffet – BBQ – ribs, pulled pork, chicken, macaroni & cheese, breads, baked beans, salad bar, dessert, non-alcoholic drinks

9 am – 2 pm -Saturday – Brunch -scrambled eggs, hashbrown casserole, bacon, sausage, ham, biscuits, sausage gravy, fried potatoes, chicken strips, mini corn dogs, roast beef, breads, salad bar, non-alcoholic drinks.

4 pm – 8 pm -Saturday night Prime rib buffet – Cheesy potatoes, rice pilaf, seasonal hot veggie, breads, breaded popcorn shrimp, salad bar, prime rib chef carved at the end of the buffet line.

Thank you for your consideration!

Carl & Diane Kucera