

**BUSINESS PLAN
FOR
"BUSINESS NAME"
1234 FIRST ST
RACINE, WI 53403**

1. Company Information

Business Name is a neighborhood tavern which also serves non-alcoholic beverages, pre-packaged snacks and pizza to customers.

Business Name is located on the south side of Racine at 1234 First Street, Racine, Wisconsin 53403

Business Name is the trade name of the business which is owned by Business Owner Name as a Sole Proprietorship.

Business Owner Name lives at 567 South Street, Racine, Wisconsin 53402.

2. Experience of Owner in Operating a Tavern

The owner, Business Owner Name, previously operated tavern name where you had experience at 1234 First Street, Racine, Wisconsin from February 1999 until February 2000.

The owner, Business Owner Name, was also the bar manager for tavern name in November and December of 2007 and January of 2008. Tavern name is located at 1234 North Street, Racine, Wisconsin 53406.

3. Licenses, Knowledge and Education of Owner Relating to Operation of a Tavern

Business Owner Name successfully completed the Responsible Beverage Service Program at Gateway Technical College on May 30, 2007. The course number was 311-400-6R1F.

Business Owner Name was granted a tavern Operator's License by the City of Racine, Wisconsin, as Operator License number 09-xxxx on Monday, November 26, 2007.

Business Owner Name's Operator's License will expire on June 30, 2009.

4. Operation and Marketing Plan for "The Business Name"

A. Goods Sold:

Business Name will sell liquor, wine, beer, soda and other non-alcoholic beverages, as well as pre-packaged snacks and pizza to its customers.

B. Hours of Operation

(1) The Business Name will be open for business on Wednesdays, Thursdays, and Sundays from 6:00 PM until 2:00 AM.

(2) The Business Name will be open for business on Fridays and Saturdays from 6:00 PM to 2:30 AM.

C. Advertising

The Business Name 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 hispanic based on past experience.

Business Owner Name will advertise the "Grand Opening" in the Journal Times and Spanish Language newspaper

5. Entertainment

(A) DJ

There will be a DJ at The Business Name on Friday and Saturday nights to play the type of music that the customers request.

(B) TV and Cable

There are three TV monitors that will be available so that customers can watch different sporting events such as football, soccer, basketball, or such other televised entertainment they may wish to see while at The Business Name.

6. Customer Parking for The Business Name

The Business Name has private parking available for customers directly across the street from 1234 First Street in a secure and lighted parking lot which accommodates a minimum of 25 vehicles. There is also ample public parking on the street.

7. Business Competition

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

1. Business 2 located at 1236 First Street, Racine, Wisconsin
2. Business 3 located at 207 Second Ave, Racine, Wisconsin
3. Business 4 located at 1307 First Street, Racine, Wisconsin

8. Equipment and Supplies for the Operation of "The Business Name"

(A) Equipment presently owned:

(1) DJ Equipment

I, the owner, own all the necessary DJ equipment including but not limited to the following: dual CD Player, amplifier, microphone, headphone, control panel, Four Stereo Speakers each 2 ft by 3 ft and other related DJ equip.

(2) TV Monitors:

- (a) One 32 inch
- (b) Two 27 inch

(3) Coolers: Two 5 Ft by 3 Ft upright wall coolers

(4) Freezer: One 4 Ft by 3 Ft horizontal freezer

(5) One Cash Register

(6) One Blender for mixed drinks

(7) An automatic glass washer that is placed in the sink

(8) A minimum of sixty (60) drink glasses

(9) 30 upright bar stools

(10) Two round tables with four chairs for each table

(11) One Pizza Oven

(12) 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

9. Beer and Liquor 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, pizza, water and other normal supplies used in operating a tavern.

10. Pre Paid Insurance by "the owner name" for "The Business Name"

The Business owner name has contacted (agent's name) at State Farm Insurance to obtain a quote for liability insurance for The Business Name.

The Business Owner was told that the insurance would cost between \$2,700.00 and \$3000.00 annually.

The Business Owner, if requested, will provide written evidence to the City Clerk for the City of Racine, Wisconsin, that liability insurance is in effect before The Business Name opens for business with the public.

11. Sign

There will be one sign 4 ft by 2 1/2 ft with the words "The Business Name" printed on it.

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

12. Floor Plan

- A. The floor plan for "The Business Name" is 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 (alcohol) storage room for liquor and other supplies shown in the plan.
- D. The business premises are on the main (street) level at 1234 First Street, Racine, WI.
- E. Although there is access to the basement from the tavern, the door leading to the basement is locked at all times. The basement is not used in connection with the operation of The Business Name.

13. Business Bank Account

The business bank account for The Business Name will be at Wells Fargo Bank. Owner name will deposit \$10,000.00 into the business bank account when the license is approved.

14. Building

The building at 1234 First Street, Racine, Wisconsin is owned by Owner Name. The building is rented/owned by The Business Owner for the sum of \$1500.00 per month.

15. Federal ATF Number

Business Owner Name has been issued a special tax registration from the United States Department of Treasury for Alcohol and tobacco sales for the tax period beginning April 1, 2008 to June 30, 2008. Business Owner Name has applied for and has paid the fees.

16. Federal Employer I.D. Number

Business Owner Name has been issued a Federal Identification Number 20-XXXXXXX

17. Wisconsin Business Tax Registration Number

Business Owner Name applied for and was issued a Business Tax Account number by the Wisconsin Department of Revenue. Confirmation of the issuance of said tax number to the Business Owner Name d/b/a The Business Name is attached hereto.

18. Building Inspection

The premises located at 1234 First Street, Racine, Wisconsin has been inspected by the City of Racine building department and has passed the inspection.

19. City Health Inspection

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

20. Security

The Business Owner will hire a private security guard for the premises on Fridays and Saturdays from 8:00 pm to 2:30 am to check customers ID's and to check for weapons before customers enter the premises.

The Business Owner will be on the premises during business hours and will assist in security.

The private parking lot is viable from the entrance and customer safety is assured.

Concluding Statement by Owner

The Business Name is a sole proprietorship owned by Business Owner Name. It is a small neighborhood tavern.

The Business Owner has been a resident of Racine for the past nine years.

The Business Owner owns his home at 567 South Street, Racine, Wisconsin free and clear of any mortgage liens or encumbrances. It has an estimated fair market value of \$120,000.00 which is his equity in the property.

The Business Owner owns two, two unit, rental properties which are located in Racine, Wisconsin.

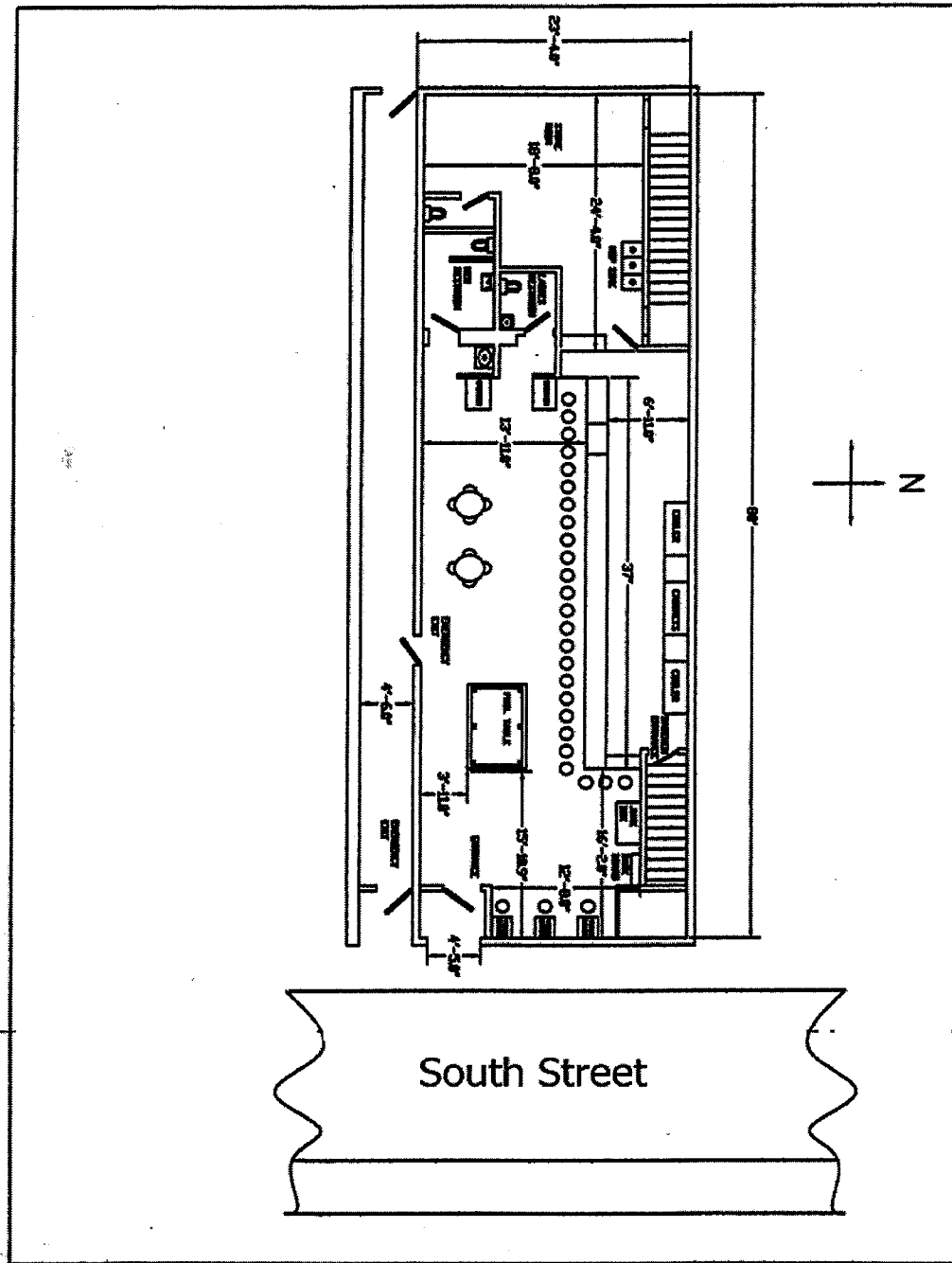
The Business Owner owns substantial property and has no criminal record. The Business Owner is a proper person to be granted a license to operate The Business Name tavern by the City of Racine, Wisconsin.

Dated this 18th day of February, 2008.

Respectfully Submitted,

Business Owner Signature _____ (seal)
Business Owner Name
567 South Street
Racine, Wisconsin 53402
(262) 555-5555

Sample Floor Plan



18-Feb-08

The Business Name
Projected Profit & Loss
Projected Monthly Budget
for 2008

I. Ordinary Income

Ordinary Income	
Sales Income	\$8,500.00
Total Income	\$8,500.00

II. Expenses

Estimated Cost of Stock-in-trade, including but not limited to beer, wine and liquor, pre-packaged snacks, non-alcoholic beverages and paper products	\$3,000.00
Premises Liability Insurance	\$250.00
Interest Expense	\$0.00
Required Licenses and Permits	\$78.50
Business Accountant	\$150.00
Building Maintenance and Repair Expenses	\$75.00
Sanitation	\$50.00
Office Supplies and Misc. Supplies	\$80.00
Utilities (water, sewer, telephone, heat & electric)	\$450.00
Rent	\$1,100.00
DJ Expenses	\$400.00

Employee Wages and Expenses:

A. One Bartendar on Friday and Saturday from 8:00 pm to 2:30 am is \$391.30 Employers Taxes, Social Security and FICA is \$97.83 per month	\$489.13
B. One Waitress on Friday and Saturday from 8:00 pm to 2:30 am is \$391.30 Employers Taxes, Social Security and FICA is \$97.83 per month	\$489.13
C. Monthly Security Guard Wages are \$489.13 per month. Employer Taxes, Social Security and FICA is \$166.02 per month	\$669.12
D. Other Costs: Employers payment for Workers Compensation insurance, unemployment insurance, and other miscellaneous expenses are budgeted to cost per month	\$250.00

Projected Monthly Total Expenses	\$7,530.88
Projected Monthly Net Ordinary Income	\$969.12

The Business Name
2008 Projected Profit and Loss

This profit and loss statement is based on the monthly budget and shows income and expenses from April 1, 2008 to December 31, 2008.

Projected Ordinary Income	\$76,500.00
Total Expenses	\$67,777.92
Net Income	\$8,722.08