

I. Executive Summary

Business Overview

A bar offering beer, wine, and assorted soft drinks. A limited kitchen offering breakfast, lunch, and dinner items.

Success Factors

This section only available once you select a plan. Once you select a plan you will also be able to download your plan as both a PDF or DOCX file so you can further edit it as needed.

II. Company Overview

Below is a snapshot of Palisades Bar & Grill since its inception:

- Date of formation: 05-01-2018
- Is your business already in operation? No
- Legal Structure: Not Yet Incorporated

III. Industry Analysis

Industry Overview

This section only available once you select a plan

IV. Customer Analysis

Below is a description of who our target customers are, and their core needs.

Target Customers

Below is a profile of our target customers:

- Age: Business appeals to young farm and industrial workers, ages 21-60, and retirees.
- Location: Close proximity to highway and interstate make this location ideal for local residents and commuters.
- Occupation: Local industry is agricultural and industrial.
- Activities & Interests: Establishment offers an inviting atmosphere ideal for socializing, relaxing, and eating.

Customer Needs

This section only available once you select a plan

V. Competitive Analysis

The following is an overview of Palisades Bar & Grill's competitors.

Direct Competitors

The following companies are our direct competitors.

- **Direct Competitor #1: Hammer Store (Chevron)**
 - Products/services offered: Fuel, pre-cooked breakfast items, and assorted beverages.
 - Price points: Moderate-High
 - Location(s): Exit 3, Fruitland, Idaho
 - Customer segments/geographies served: Fruitland, Parma, and interstate traffic
 - Competitor's key strengths: Offers fuel availability along with pre-cooked food items.
 - Competitor's key weaknesses: Quality and price of food. Inadequate staffing during peak hours of operation.
 - Competitor's Overview: Gas station

Indirect Competitors

This section only available once you select a plan

Competitive Advantages

This section only available once you select a plan

VI. Marketing Plan

Our marketing plan, included below, details our products and/or services, pricing, promotions plans and distribution strategy.

Products, Services & Pricing

- **Product/Service #1 Name: Breakfast 1**
 - Product/Service benefits: Eggs, hash browns, toast, bacon or sausage, and coffee.
 - Product/Service Price: 6.00
- **Product/Service #2 Name: Breakfast 2**
 - Product/Service benefits: Biscuits and gravy, hash browns, and coffee.
 - Product/Service Price: 5.50
- **Product/Service #3 Name: Breakfast 3**
 - Product/Service benefits: Pancakes, hash browns, bacon or sausage, and coffee.
 - Product/Service Price: 5.50
- **Product/Service #4 Name: Lunch 1**
 - Product/Service benefits: Hamburger and either fries, potato salad, or chips, and a soft drink
 - Product/Service Price: 5.00
- **Product/Service #5 Name: Lunch 2**
 - Product/Service benefits: Cheeseburger and either fries, potato salad, or chips, and a soft drink
 - Product/Service Price: 5.50
- **Product/Service #6 Name: Lunch 3**
 - Product/Service benefits: Reuben sandwich and either fries, potato salad, or chips, and a soft drink
 - Product/Service Price: 6.00
- **Product/Service #7 Name: Lunch 4**
 - Product/Service benefits: BLT and either fries, potato salad, or chips, and a soft drink
 - Product/Service Price: 5.00
- **Product/Service #8 Name: Draft Beer (domestic)**
 - Product/Service benefits: 16oz domestic draft beer
 - Product/Service Price: 1.50
- **Product/Service #9 Name: Bottled and Canned Beer (domestic)**
 - Product/Service benefits: 12oz domestic bottled or canned beer
 - Product/Service Price: 2.00
- **Product/Service #10 Name: Draft Beer (craft)**
 - Product/Service benefits: 16oz crafted draft beer

- o Product/Service Price: 2.25
- **Product/Service #11 Name: Bottled Craft Beer**
 - o Product/Service benefits: 12oz bottled craft beer
 - o Product/Service Price: 2.75
- **Product/Service #12 Name: Wine**
 - o Product/Service benefits: Boxed wine sold by the 8 oz glass
 - o Product/Service Price: 2.00
- **Product/Service #13 Name: Soft Drinks (canned)**
 - o Product/Service benefits: Soft drinks 12oz can
 - o Product/Service Price: 1.00
- **Product/Service #14 Name: Brewed Iced Tea or Lemonaid**
 - o Product/Service benefits: 16oz freshly brewed iced tea or lemonaid
 - o Product/Service Price: 1.00

Promotions Plan

Palisades Bar & Grill will use the following tactics to attract new customers:

- Blimps, Banners, and/or Billboards: On premise billboard, neon window signage.
- Newspaper/Magazine/Journal ads: Local publications
- Online Marketing: Facebook web page offering menu and current specials.
- Trade Shows: Vintage automobile and motorcycle clubs.
- Word of Mouth / Viral Marketing: Friends, family, and customer referrals.

VII. Operations Plan

Key Operational Processes

This section only available once you select a plan

Milestones

The key business milestones that our company expects to accomplish as we grow include the following:

This section only available once you select a plan

VIII. Management Team

Our management team has the experience and expertise to successfully execute on our business plan.

Management Team Members

- **Name : Elizabeth Lovins**
 - Title: Co-Owner
 - Background: Former bar owner & cook
- **Name : Kelly Williams**
 - Title: Co-Owner
 - Background: Former bar manager and cook

Management Team Gaps

This section only available once you select a plan

Board Members

This section only available once you select a plan

IX. Financial Plan

Revenue Model

Palisades Bar & Grill generates revenues via the following:

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Funding Requirements/Use of Funds

This section only available once you select a plan

Exit Strategy

This section only available once you select a plan