

# **Business Plan**

## **PeeWee's Place Restaurant and My Grandmother's Keeper Catering, LLC**

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## TABLE OF CONTENTS

### **EXECUTIVE SUMMARY**

The Business Concept  
Market Opportunity  
Product and Service Offerings

### **COMPANY DESCRIPTION**

Mission Statement  
Company Structure

### **MARKETING PLAN**

Market Analysis  
Target Market  
Marketing Strategy  
Competition and Competitive Analysis

### **GROWTH STRATEGY**

Operation Plan  
Management Team

### **FINANCIAL PROJECTIONS**

Initial Cash Requirements Statement  
Profit and Loss Statement, Year1  
Profit and Loss Statement, Year2  
Balance Sheet

### **REFERENCES**

### **APPENDIX**

Licences  
Details of Machinery/Equipment

## **EXECUTIVE SUMMARY**

PeeWee's Place and My Grandmother's Keeper are businesses whose operations specialize in the Restaurant and Catering industry. Based out of Fort Pierce, both businesses intend to provide reliable service, cost competitive prices, and friendly atmosphere. PeeWee's Place and My Grandmother's Keeper strive to excel in the Restaurant and Catering business by providing a food menu to please everyone, serving delicious, flavorful menu items providing an experience of great southern hospitality in a family friendly environment. We will remain highly competitive and will maintain high standards to ensure maximum customer satisfaction.

PeeWee's Place and My Grandmother's Keeper's key objective is to capture market share in the Restaurant and Catering industry by offering job opportunity within the community, competitively priced goods and services, quality product line, building a strong and skilled personnel team that will solidify our foundation, sustain the growth of the company, and to progressively increase annual sales.

Furthermore, PeeWee's Place and My Grandmother's Keeper intends to support its growth through continuous emphasis on customer satisfaction, introduction to product enhancements and/or additional services, and establishing long term relations with our customers, suppliers, and vendors. With continued growth and success PeeWee's Place and My Grandmother's Keeper's operations are scheduled to expand throughout the Treasure Coast in the long term.

PeeWee's Place and My Grandmother's Keeper's services hold leverage over its competition. It provides reliable service, cost competitive prices, and a family- friendly atmosphere. PeeWee's Place and My Grandmother's Keeper's primary services will consist of dine-in or takeout services, venue catering, mobile catering, and Private chef services. PeeWee's Place and My Grandmother's Keeper plan to attract customers through our Southern-Soul style of cooking that we'll offer. The professional training that we'll have as a team. Serving delicious meals from an exceptional staff team. All at a family-friendly price.

The success of the business is validated and ensured by the skilled and committed staff comprising 1 owner, 2 cashiers, 4 servers, 4 cooks and 2 dishwashers. With over 20 combined years of experience in the industry.

To fulfill its goals and objectives My Grandmother's Keeper requires funding in the amount of \$113,089.00 to ensure its successful launch. Funding will be allocated towards advertising, beginning inventory, cash, deposits, insurance, licenses and permits, rent/mortgage, office supplies, office expenses, unanticipated business expenses, credit card fees, delivery charges, payroll taxes, employee wages, salary of owner, sales tax, telephone, utilities, equipment, website hosting, and website set up. These funds are needed in order to establish a solid foundation for our future. PeeWee's Place and My Grandmother's Keeper estimates its first year sales to reach \$229,084.90, with net earnings of \$16,660.72. Sales are expected to reach \$242,122.40, with net earnings of \$30,135.41 by the end of its second year of operations.

Based on my projections I believe that awarding funding to PeeWee's Place and My Grandmother's Keeper will be a sound investment. With the increasing demands in the Restaurant and Catering industry I believe we will successfully capture our target market, meet our financial objectives and fulfill our mission.

### **COMPANY DESCRIPTION**

PeeWee's Place and My Grandmother's Keeper's goal is to excel in the Restaurant and Catering business by providing a Southern-Soul food menu and more to please everyone. Serving delicious, flavorful menu items by providing an experience of great southern hospitality in a family friendly environment. It's our way of making memories through good food. Like generations before us have done. We will treat each customer with respect so that we will be recognized for our integrity and superior customer service.

PeeWee's Place Restaurant, LLC is in it's startup stage. My Grandmother's Keeper Catering, LLC is an established business that was started in March 2019. Company ownership will be set up as follows:

NAME: Tamesha Hamilton  
TITLE: Owner  
OWNERSHIP: 100%

PeeWee's Place and My Grandmother's Keeper will operate facilities located at 921 Ave D in Fort Pierce, Florida with plans to expand to 914 Ave D. PeeWee's Place and My

Grandmother's Keeper will lease/purchase a suitable business space to support its operations. We will purchase commercial equipment, furniture, and a vehicle to ensure our success as a professional business.

PeeWee's Place and My Grandmother's Keeper intend to set up a website within the first few weeks of operation to focus on how it can profitably use the Internet to market its products. Sales will be encouraged; recognition will be achieved and our success will be secured.

## **MARKETING PLAN**

### **Market analysis**

#### **Target Market**

According to the US Census Bureau 2010 survey, Fort Pierce has a total population of 43,883. The available market is defined as the average household income of \$30,869. PeeWee's Place and My Grandmother's Keeper target market is estimated at 8,777. The local population demographics are as follows:

Age Group	Percentage
Under 18	25.9%
20-24	7.0%
25-34	13.3%
45-54	13.0%
55-64	9.8%
65-older	6.8%

The median age was 35.2 years

PeeWee's Place target market is all groups as a whole with special interest in families with multiple kids under 18 years of age that are still living at home, residents within a 5 mile radius, and college students that attend school locally or come home on the weekends that are living on a budget. My Grandmother's Keeper will target customers from throughout the Treasure Coast who are looking for Catering services to help celebrate all milestones in life. PeeWee's Place and My Grandmother's Keepers target market has been clearly defined by demographic characteristics, consumer lifestyle and behaviour. As such our product is geared towards the following consumer profile : all

consumers regardless of age , both genders, household income of all household incomes, employed in any labour force, any level of education and pertains to any social class. This group will remain loyal, will purchase often and is characterized as being first time end users.

## Marketing Strategy

The Company management is focused on the merging/redefined marketplace. It will also explore and undertake traditional one-to-one marketing strategies. A recent survey from Infusion soft found the following marketing strategies to be the most effective:

1. Word-of-mouth (62%)
2. Email marketing (34%)
3. Social media (23%)
4. Print ads (8%)
5. Pay-per-click ads (8%)
6. TV/radio ads (2%)

The long-range goal of the business is to create a trustworthy brand. Initially the company will:

1. Engage in Web-based marketing for the next year to generate awareness of the company and service information. Because Internet based advertising has increased in recent quarters, the prices for advertising have consequently significantly dropped making the expenditure more cost effective.
2. Engage in outdoor advertising providing general awareness to the public at large and direct individuals to the company's website. Marketing Campaign

PeeWee's Place and My Grandmother's Keeper's pricing has been strategically set to stay in line with operating costs. As such PeeWee's Place and My Grandmother's Keeper will initially launch pricing to attract prospects and help build its client base. Since both businesses hope to appeal to the end user, it anticipates repeat sales volume. Underlying factors that determine our pricing strategy are manufacturing costs, perceived value, market value . PeeWee's Place and My Grandmother's Keeper intends to review its pricing strategy on a quarterly basis to ensure potential profits are not

compromised and potential sales revenues are not lost. Furthermore we intend to review the revenue to expense ratio to secure a consistent cash flow.

PeeWee's Place and My Grandmother's Keeper has developed a comprehensive advertising and promotion strategy which is scheduled to be launched upon receipt of funding. To support its expansion efforts, PeeWee's Place and My Grandmother's Keeper's advertising campaign includes the following media outlets in order of probable effectiveness:

1. direct mail
2. radio announcement
3. internet announcement

As part of this strategy, PeeWee's Place and My Grandmother's Keeper will run direct mail weekly, radio announcement, Internet announcement, and will carry an estimated total advertising cost of \$6,000.00.

Tamesha Hamilton will also use personal experience, training and understanding of customers' needs to generate new clients and maintain the existing clientele. Tamesha Hamilton is profoundly invested in the company's success and will not solely rely on personnel to generate business.

PeeWee's Place and My Grandmother's Keeper intend to set up a website, PeeWee's/Grandmother'sKeeper.com within the first year of operations to focus on how it can profitably use the Internet to market its products. Sales will be encouraged; recognition will be achieved and our success will be secured.

### **Competition and Competitive Analysis**

PeeWee's Place and My Grandmother's Keeper has clearly identified several competitors in its primary area of operations. PeeWee's Place and My Grandmother's Keeper recognizes the need to continually monitor its competitors' performance and pledges to take immediate measures to stay ahead of the competition. PeeWee's Place and My Grandmother's Keeper recognizes that its competitors' performance will play a substantial role to its overall success and growth. Thus we intend to devote necessary resources to remain informed with changes in consumer behavior, segment dynamics, market trends and the overall industry to minimize any unfavorable impact.

PeeWee's Place and My Grandmother's Keeper has performed a competitive analysis of the following competitors to determine how it can attract customers.

## COMPETITORS

Company Name: Phatz Chicken Shack

Strengths: Established with two locations in the area

Weaknesses: Only offers quick service food such as chicken wings and sides

Company Name: Nunu's Soul food Truck and Restaurant

Strengths: Convenience

Weaknesses: No consistency with their menu and food-truck location

Company Name: Kinfolk Restaurant

Strengths: Established brand from another city

Weaknesses: Quality of the food for the price and location

PeeWee's Place and My Grandmother's Keeper hold leverage over its competition through reliable service, cost competitive prices, friendly atmosphere. It will attract clients throughout the city with delicious high-quality menu items at affordable prices. All while providing exceptional customer service. Referral advertising and word-of-mouth marketing will be key components in attaining new clients. PeeWee's Place and My Grandmother's Keeper is confident that my target-market will hear positive word-of-mouth feedback. That will cause them to seek us out over all of the other competitors.

Given the personal nature of communications between individuals, we believe that our business will gain an added layer of credibility over our competition. Our objective is to treat each customer with respect and we will be recognized for our integrity and superior service. Our research shows that individuals are more inclined to believe word-of-mouth marketing than other promotional methods. With the emergence of the Web and the expansion of the social platforms such as Facebook, Instagram, Pinterest, Youtube, word-of-mouth marketing will flow through these social networks and strengthen our position and recognition in a cost-effective manner.

PeeWee's Place and My Grandmother's Keeper's entry against competition will be eased by its choice of distribution channel. We will employ a zero-level channel otherwise known as establishing direct contact with end users with no intermediaries involved. Our research has shown that this is the most cost effective mode to reach our target market. Our selected distribution channel is well designed and takes into account the link between sales activities and marketing efforts to better reach and serve our end users. It addresses consumer needs and preserves our role in an increasingly fluid channel structure. Service levels and operational performance will be enhanced and costs will be controlled.

### **Operation Plan**

PeeWee's Place and My Grandmother's Keeper intends to service its customers by fulfilling the following needs:

1. Convenience
2. Good quality delicious meals
3. Certified training

PeeWee's Place and My Grandmother's Keeper intend to adopt an aggressive approach to ensure it responds to its customers' demands, fulfills prompt and courteous delivery, remains cost efficient and committed to providing added value to its existing product line. Determining factors in ensuring that PeeWee's Place and My Grandmother's Keeper provides a reliable service and/or quality product line are establishing cost-efficient delivery modes, knowledgeable and committed personnel, while upholding exceptional service level.

PeeWee's Place and My Grandmother's Keeper will remain focused on providing customer support and after sale service by maintaining high standards to ensure maximum customer satisfaction, consistent client feedback and developing customer loyalty programs and discounted services for non-profit organizations.

### **Management Plan**

PeeWee's Place will be owned and My Grandmother's Keeper is owned by Tamesha Hamilton whose 7 years of experience in the Restaurant and Catering industry is a true asset to the business.

An organization's core is defined by its administrative/management team. It encompasses the vision, goals and commitment of the company. These key players have the knowledge, commitment and drive that this organization requires to become a success and achieve recognition in the industry.

PeeWee's Place and My Grandmother's Keeper plans to keep wage and salary expenses to a minimum. To achieve this objective PeeWee's Place and My Grandmother's Keeper will hire a total of 4- full time and 8 part-time employees with the hopes of hiring more as the business succeeds. It gives each business a minimum of 6 employees each.

PeeWee's Place and My Grandmother's Keeper will adopt the following structure:

OWNER: Tamesha Hamilton -

1. Accountant/Bookkeeper
2. Manager (2)
3. Server/cashier (6)
4. Cooks(2)
5. Dishwasher(2)

## **FINANCIAL PROJECTIONS**

### **Initial Cash Requirements for New Business**

#### **PeeWee's Place and My Grandmother's Keeper**

#### **INITIAL START UP COSTS :**

Adverting	\$1500
Beginning Inventory	\$10000
Licenses/Permits	\$806
Insurance (Catering only)	\$299
Professional fees (CPA)	N/A (at this time)
Legal fees (Attorney)	N/A (at this time)
Wages	N/A (at this time)
Payroll Taxes	N/A (at this time)
Vehicle Expenses(Purchase)	\$7000 (Purchased)
Telephone/Internet	\$774 (6 months)
Utilities	\$2964 (6 months)
Deposits	\$9450
Lease/Purchase Property	\$7800/\$90000

Fixtures (Inside/outside)	\$7500
Commercial Equipment	\$15800
Repairs/Construction	\$18,500
Cash (Unexpected expenses/repairs)	\$7000
<b>TOTAL START UP COSTS</b>	<b>\$89,393 (Leased) \$171,593 (Purchased)</b>

**PeeWee's Place and My Grandmother's Keeper  
Profit and Loss Statement for YEAR 1**

**Revenue**

Gross Sales	\$134,400
Less: Sales Return and Allowances	\$8736
Net Sales	\$125,664

**Expenses**

Advertising	\$1200
Repairs/construction	\$0
Insurance	\$299
Licenses and permits	\$1319.50
Professional fees	\$0
Rent	\$7800
Unanticipated Business expenses	\$7000
Health Insurance	\$0
Payroll Taxes	\$1800
Salary Owner	\$30000
Telephone/Internet	\$1440
Utilities	\$7200
Vehicle Expenses(Insurance)	\$2400
Wages (6 employees)	\$60000
<b>Total Expenses</b>	<b>\$120,458.50</b>
<b>Net Income</b>	<b>\$5205.50</b>

**PeeWee's Place and My Grandmother's Keeper  
Profit and Loss Statement for YEAR 2**

**Revenue**

Gross Sales	\$168,000
Less: Sales Return and Allowances	\$11,760
Net Sales	\$156,240

**Expenses**

Advertising	\$1200
Repairs/construction	\$3000
Insurance	\$299
Licenses and permits	\$1319.50
Professional fees	\$0
Rent	\$7800
Unanticipated Business expenses	\$10000
Health Insurance	\$0
Payroll Taxes	\$1800
Salary Owner	\$30000
Telephone/Internet	\$1440
Utilities	\$7200
Vehicle Expenses	\$2600
Wages (6 employees)	\$60000
Total Expenses	\$126,658.50
<b>Net Income</b>	<b>\$29,581.50</b>

**PeeWee's Place and My Grandmother's Keeper  
Balance Sheet**

**Assets**

**Current Assets:**

Cash	\$22,500
Accounts Receivable	\$0
Less: Reserve for Bad Debts	-10,000
Merchandise Inventory	\$10,000
Prepaid Expenses	\$9450
Notes Receivable	\$0

**Total Current Assets** **\$13,050**

Equipment \$17,800

**Total Fixed Assets** **\$17,800**

**Total Assets** **\$30,850**

**Liabilities and Capital**

**Current Liabilities:**

Accounts Payable	\$0
Sales Taxes Payable	\$0
Payroll Payable	\$1800
Accrued Wages Payable	\$0
Unearned Revenues	\$0
Short-term Notes Payable	\$0
Short-term Bank Loans Payable	\$0
<b>Total Current Liabilities</b>	<b>\$1800</b>

**Long-Term Liabilities:**

Long-Term Notes Payable	\$0
Mortgage Payable	\$0
<b>Total Long-Term Liabilities</b>	<b>\$0</b>

**Total Liabilities** **\$1800**

**Capital:**

Owner's Equity	\$0
Net Profit	\$7500
<b>Total Capital</b>	<b>\$7500</b>

**Total Liabilities and Capital** **\$9,300**

**References**

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**APPENDIX**