



# APPLICATION FOR CONDITIONAL USE PERMIT

City of La Habra Planning Department

110 East La Habra Blvd., P.O. Box 337, La Habra Ca 90633-0337

Phone: (562) 383-4100 Fax: (562) 383-4476

www.lahabracity.com

Office Use Only

CUP 21-03

APPLICANT

**Property Owner(s)** (use mailing address)

Name Jung Woo Kim

Address 6821 Edinboro St.  
Chino, CA 91710

Phone: Home (626) 380-5631

Work (714) 278-1725

Fax ( ) \_\_\_\_\_

E-mail jungwookimcpa@gmail.com

**Representative** (acting on behalf of the property owner(s))

Name Jennifer Choi

Address 14730 Beach Blvd #101  
La Mirada, CA 90631

Phone (626) 217-4794

Work: ( ) \_\_\_\_\_

Fax: ( ) \_\_\_\_\_

E-mail info@inplusview.com

CONTACT

Send all **short-term** correspondence to: Property Owner (X) Representative (X)

Send all **long-term** correspondence to: Property Owner (X) Representative (X)

INFORMATION

Location of Property 171 E. Imperial Hwy #B

Legal Description of Property Tract No. 1974 Lot No. 3 or Attached ( )

Assessors Parcel Number 019-122-19

Present Use Office Present Zoning C2

REQUEST

Please state what is intended to be done with the property which does not comply with the provisions of the Zoning code:

The proposed project is a business type that meets the existing zoning code

PROPERTY OWNERS AFFIDAVIT

STATE OF CALIFORNIA  
COUNTY OF ORANGE  
CITY OF LA HABRA

I, (We) Jung Woo Kim, being duly sworn, depose and say that I am (we are) the owner (s)\* of the property involved in this petition and that the statements and answers herein contained and the information herewith submitted are in all respects true and correct to the best of my (our) knowledge and belief and that I (we) have the intention to proceed with the application and understand that the application shall become null and void within six (6) months from the date this application is deemed incomplete as required by L.H.M.C. Section 18.08.130. In addition, I (we) have the intention to proceed with the actual construction work in accordance with these plans within one (1) year from the date of granting of the Conditional Use Permit and understand that this Conditional Use Permit if granted, becomes null and void if I (we) do not proceed with the actual construction work in accordance with these plans within one (1) year from the granting of this Conditional Use Permit.

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

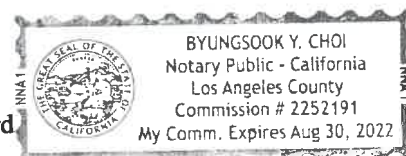
SIGNED [Signature]

SIGNED \_\_\_\_\_

Subscribed and sworn to before me on this 17<sup>th</sup> day of May 2021

by JUNG WOO KIM proved to me on the basis of satisfactory evidence to be the person(s) who appeared before me.

[Signature]  
Signature



\*Power of attorney must accompany affidavit if signed by other than the actual owner of record

The City Planning Commission is required to make a "Finding of Fact" based upon the following questions and answers and such other evidence as many be established at a public hearing. Granting of the request is dependent upon proof that all four conditions have been met.

- A. That the granting of such Conditional Use Permit will not be detrimental to the public welfare and will not unreasonably interfere with the use, possession and enjoyment of surrounding and adjacent properties and will not impair the character of the zone in which it is to be located.
- B. The subject site is physically suitable for the type of land use being proposed.
- C. The use is conditionally permitted within the subject zone and complies with the intent of all applicable provisions of this title.
- D. The granting of this Conditional Use Permit is consistent with the Comprehensive General Plan.

REQUIRED FINDINGS

Please list all relevant characteristics of your proposal/business including, but not limited to the following: days and hours of operation, number of employees and a complete description of services provided.

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see the attached Business Plans .

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OPERATIONAL CHARACTERISTICS

Approval of your plans and specifications are subject to all conditions and requirements which may be imposed by the City of La Habra Planning Commission and/or City Council. This application shall become null and void within six months from the date of the project being deemed initially incomplete. An extension of six months may be approved by the Director of Community and Economic Development upon the submittal of a Continuance request fee, as per the fee schedule to cover the costs of extending the application.

The approval of your plot plans and specifications SHALL NOT be held to permit or approve any omission or deviation from, or any violation of the provisions of any city codes or ordinances or state laws except for the above specifically requested conditional use under a section of the City of La Habra Zoning Code.

NOTICE

**FOR OFFICE USE ONLY:**

Application and Fee Received By DAVID LOPEL Date 5/18/21

# **RABBIT & BEAN**

## **THE ART OF BAKED GOODS**



## **BUSINESS PLAN**

# **1 Executive Summary**

## **1.0 Executive Summary**

### **Introduction**

Rabbit & Bean will provide comfortable atmosphere and great service to customers who seek to find pleasure in freshly baked goods and a sip of coffee. Its competitive edge is the crispy – and yet moist – pastries and croissants along with the aromatic and full-bodied coffee that is specially brewed by professional baristas.

### **The company**

Rabbit & Bean is a professional bakery and café that aims to build a reputation for healthful and happy service throughout Southern California by offering customers a completely new experience and far higher quality products. The business projects \$500,000 in sales in 2021 with a net profit of approximately \$120,000 and the projected annual growth rate of sales is approximately 30% in 2021. It would be possible to achieve the goal by acquiring new and faithful customers who like to have a fun “gourmet” experience provided by professional chefs, baristas and in-house trained administrative staff, all together.

### **Products and services**

Rabbit & Bean provides comfortable atmosphere, friendly service, delicious baked goods and freshly brewed coffee to customers daily. To keep the freshness and quality of ingredients, the staff will continuously monitor the kitchen and the dining area using strict sanitation standards.

### **The market**

The market demand has never been greater for a place that offers both a completely new experience and higher quality product. Also, Southern California provides an excellent climate for more people to take out coffee and delicious sandwiches, croissants, pastries and enjoy those delicacies in the sun with the people they love. By focusing on nutritious and healthy meals using natural and fresh ingredients, Rabbit & Bean will have an established position in this very competitive industry with its unique niche.

### **Financial consideration**

The company projects \$500,000 in sales in 2021 with a net profit of approximately \$120,000. Projected annual growth rate of sales is approximately 30%.

### **1.1 Objectives**

The priority objective for Rabbit & Bean will focus on professional trainings and education from the new management to establish stability in store operation as well in financial position. Every staff, including the manager and beverage servers, must be trained and supervised regularly by the quality control professionals assigned from the new management.

The second objective is to make Rabbit & Bean more profitable so that it can become a more rewarding place to work for the employees. By applying collective experience from the past operations and proper cost management, Rabbit & Bean will continue to make more profits. All employees will be fairly compensated with rewards accordingly to their duties and responsibilities.

### **1.2 Mission**

The goal is to provide and establish a great place to enjoy baked goods and coffee while offering warm and friendly atmosphere that appeals to everyone.

### **1.3 Key to success**

- I. Dedication to the finest quality ingredients and customer service. Fresh ingredients as well as warm and friendly service from our staff will be maintained throughout the entire store operation.
- II. Responsibility, positive attitude, fairness, and generosity from both the staff and the management. Cooperation between operating staff and management will be established for better operation.
- III. Cost Control. Evaluations and reports will be maintained on a regular basis from management to improve profit and customer satisfaction.

## **2 Company Summary**

### **2.0 Overview**

Rabbit & Bean is a medium-sized bakery and café. It provides fresh food and excellent service. It will excel at all aspects of the similar industries by offering extraordinary food in a warm friendly setting. Staff will also provide higher quality service to customers. They will be trained to help the customer get exactly what they want, a delight. The kitchen area will maintain high standard of sanitary.

### **2.2 Company Ownership**

Rabbit & Bean is owned and operated by Jung Woo Kim.

### **2.3 Location**

Rabbit & Bean is located in La Habra, a perfect place to accommodate customers from nearby commercial plazas and residential areas.

## **3 Products & Related Services**

### **3.1 Atmosphere**

Rabbit & Bean's casual, yet comfortable, ambience and the smell of freshly baked croissants, pastries, and professionally brewed coffee will provide customers a certain degree of "comfort". Customers will feel welcomed by the swift, yet attentive, services provided by Rabbit & Bean's employees when they stop by to take out baked goods or coffee.

### **3.2 Menu**

Rabbit & Bean specifically targets segments of people with an appreciation for delicious food and coffee and a need for comfort and relaxation. The menu and pricing are designed to fit for an outstanding value while accommodating a generous collection of innovative and appealing items

that emphasize freshness and finest quality. Our goal is to include a variety of items from baked goods, such as croissants, pastries, muffins, deli, to every kind of specially brewed coffee.

### **3.3 Production**

Some of the baked goods will be purchased from Crema Artisan Bakery, which is located in Irvine CA, and the rest will be purchased from other locally renowned bakeries. A chef will also make simple deli to accommodate customers' diverse needs and professional baristas will brew coffee. The manager will exercise strict standards of sanitation, quality production, and presentation of packaging.

## **4 Industry Analysis**

Although such food industry is very competitive, recent changes in people's lifestyle have brought a steady growth in the industry. According to National Restaurant Association (NRA), the typical American household spent an average of \$2,550 on food away from home in 2016. More people have come to appreciate the value of delicious food, fresh coffee, extraordinary service, and a need for comfort and relaxation. Many people enjoy such delicacies and are willing to pay for pleasures that bakeries and cafes can offer.

### **4.1 Bakery and Coffee industry today**

The global bakery products market reached a value of almost USD 507.38 billion in the year 2020. The bakery products industry is further expected to grow at a CAGR of 2.5% between 2021 and 2026 to reach a value of almost USD 574.05 billion by 2026. The growing awareness of the health concerns associated with the ingredients used in bakery products is propelling the market further.

The global coffee market, which was valued at approximately USD 102.15 billion in 2019, and is expected to reach revenue worth USD 155.64 billion by 2026, is set to record the CAGR of nearly 6.2% over the period from 2020 to 2026. Owing to increasing café culture in today's young generation and higher living standards are some factors contributing to the global coffee market growth.

## **4.2 Future Trends and Strategic Opportunities**

Consumers are getting conscious about consuming healthier bakery products and enjoying a cup of coffee while having some “quality” time with friends and family. More people, including the progressive younger generations, are willing to pay higher prices for higher quality food and coffee. Coffee and freshly baked pastries have become one of the leading trends of contemporary cultures that people share through the social media.

## **5 Strategy and Implementation Summary**

### **5.1 Competitive Strategy**

There are three major ways in which Rabbit & Bean will compete with those in the same industry.

- I. Rabbit & Bean is determined to become a part of the community. It will focus on the friendly and neighborhood –feel atmosphere and provide quality baked goods for everyone to enjoy at a fair price.
- II. Rabbit & Bean also focuses on building a customer base by providing good customer experience. It hopes to satisfy customers by providing quick-and-swift take out services.
- III. Rabbit & Bean’s competitive edge is the quality of goods. Its wide range of exciting products from highest quality ingredients cannot be matched anywhere else in the industry.

### **5.2 Market segmentation**

The city of La Habra has a good mixture of retails, offices, recreational and residential areas. This location provides Rabbit & Bean with an opportunity to serve variety of consumers.

The demographics for proposed target markets are wide in range and bode well for the success of this business:

- I. Tourists in the Southern California: Southern California is known for places for tourists. As a niche place, Rabbit & Bean can become a must-stop-by place among tourists.

- II. **Local Residents:** From college students to soccer moms who reside in the city of La Habra can always visit Rabbit & Bean for delicious pastries and freshly brewed coffee.
- III. **Local business owners and employees:** This group will form the base clientele, as many will become regular customers. Fast service will be provided as these customers often have limited break time during work.

### **5.3 Pricing Structure**

Rabbit & Bean is structured to present excellent products at reasonable prices. It strives to maintain affordable prices to attract the largest share possible from its demographic base.

### **5.4 Promotion & Publicity**

Rabbit & Bean will focus on the unique aspect of the product theme (healthy & fresh foods) with executions particularly in local media and subsequent word-of-mouth. Radio spots, TV ads, print ads, and in-store promotions are used to publicize the business.

- I. **Broadcast media:** Combination of local radio and TV advertisements will be utilized to promote the business to the public
- II. **Online advertisement:** The manager will update the pictures on Instagram and other social media. She will also contact a few social media celebrities to upload pictures of the shop's baked goods and coffee.
- III. **Special promotion flyers and coupons:** These will be included in every packaging to ensure continuous business.
- IV. **Print media:** Advertisements and flyers will be distributed through the newspaper on a regular basis.

The advertisement and promotion budget is set aside to develop these programs. Also, a public relations firm has been retained to create special events, solicit prints, and broadcast coverage.

### **5.5 Evaluation**

Rabbit & Bean will evaluate the achievement of its goals by measuring financial factors and customer evaluations.

Comment cards will be at each table and will be collected at the register. Customers can send their favorite menus and feedbacks. Suggestions for new or improved menu will be sought, as well as feedback on services.

Rabbit & Bean will monitor monthly sales volume as compared to monthly operating costs. Monthly increases (seasonal) will be expected in the gross sales category, along with year to date increases.

## **6 Management Summary**

### **6.0 Management Summary**

Jung Woo Kim, the Chief Executive Officer, is in charge of the overall management. He oversees all activities of operation. His management is innovative and he recognizes the importance of human capital.

Rabbit & Bean has very talented chefs and baristas. Ms. Won Moon will work as a kitchen chef. She is an innovated chef who has several years' experience in deli shops and sandwich shops. Edward Kim, who is a well-known barista, will train employees to serve coffee in Rabbit & Bean. Any shortage of qualified and available staff from local labor pool is not expected. Rabbit & Bean will offer competitive wages and salaries to all employees.

### **6.1 Organizational Structure**

Day-to-day operations will be handled by a branch manager and by trained key personnel operating as shift leaders. The store manager will report to CEO on a regular basis and all other employees will report to the store manager.