

Titos Pizza Bistro Brews

Operations Plan

Titos Pizza Bistro Brews is located in the old Shakey's Pizza restaurant in the southeast corner of Azusa Avenue and Amar Road. Shakey's which occupied the same spot for 20 years, built a strong and loyal clientele and undeniably, a part of West Covina history. Titos will pick up where Shakey's left off. We will be keeping the same food concept and in addition, Titos will serve moderately priced simple meals of international flavors, and beer and wine in the future.

The new restaurant will consist of 235 indoor seats and about 60 outdoor seats. The patio dining will receive a make-over with a privacy screen, new tables and chairs, and shade sail to provide a comfortable outdoor dining experience during the day; heat lamps will be used in cool evenings and/or cold days and string lights for added ambience. Initially, It will be open daily from daily from 11am to 10pm and future operating hours will be 11am-10 pm Monday to Thursday and Sunday; and 11am-1am Friday and Saturday.

The lobby and the main dining area was repainted to a new color scheme. The small private room will be called function room to host business luncheons and meetings. The main dining room shall have a small area with a mini stage for live entertainment such as Acoustic nights, Bossa Nova nights, hosted Karaoke nights and Stand up Comedy to name a few. What used to be an arcade or game room will be transformed into a banquet room for private events and live entertainment. The banquet room's concrete walls and drywall finish shall contain the noise inside, making it sound-proofed. A projector screen will be installed to accommodate Sports fans during seasons.

The day-to-day operations will include a focus on providing the best customer service as well as a fun casual dining atmosphere.

The purpose of the business is to offer the people in our community a space where they can relax and unwind after a hard day's work; and for family and friends to celebrate special milestones and events. This facility will also serve as a place where people can gather together regularly thus fostering camaraderie while strengthening the diverse community of West Covina.

We will also remain focused on using our many resources to provide a variety of entertainment choices and curate unique events for our clientele.

To this end, a big part of our operations plan is to continue to attract the best in local and regional talents. Not only will we provide quality entertainment and unique events to our clientele but we will also create regular gigs or jobs for these performers.

Live music is a huge selling point in this type of business, and we intend to use the drawing power of local and regional performers to bring new people through our doors.

We have, for instance, established a number of mutually beneficial relationships with local talents and organizers that have provided us with some of our most memorable live show and unique event experiences.

We feel that these relationships are mutually beneficial, providing the best local performers while at the same time providing our customers with the finest in entertainment at a price they can afford.

Special theme nights and curated events are another big part of our operations plan, and we continue to use these promotional techniques to bring new customers through our doors.