

Rabbit Hole Delray BUSINESS PLAN

Prepared by:

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I. EXECUTIVE SUMMARY

Rabbit Hole Delray (referred to from hereon in as the "Company") was established as a Limited Liability Company at 311 NE 2nd Ave, Delray Beach, Florida 33444 with the expectation of rapid expansion in the vegan cafe industry.

Business Description

The Company was formed on 09/30/2021 as Limited Liability Company under Florida state laws and headed by Samuel Woods, Dee Woods.

Since Rabbit Hole Ventures opened The Rabbit Hole in Pompano Beach, FL in February of 2020 it has established itself as a true advocate for a sustainable plant based lifestyle. The Rabbit Hole has placed among the Top 20 Best Vegan Restaurants in North America for 2 years straight (Yelp 2021, 2022). Additionally we have been ranked Top Ten Best Vegan Restaurants in Florida for as long as we have been open (Sun Sentinal (2021, 2022). We strive to continue to be a favorite among bloggers, food challengers, influencers and anyone looking to embrace a cruelty free lifestyle. .

The Company currently employs 5 full-time employees and 4 part-time employees.

Business Mission

We strive to provide cruelty free plant based options that are sustainable, inclusive, award winning and indistinguishable to the "traditional" options.

New Service

The Company is prepared to introduce the following service to the market:

Rabbit Hole Delray- A Vegan Delicatessen: Rabbit Hole Delray plans to open a specialty cafe and delicatessen that is a tourist destination featuring the intriguing history of Delray Beach.

II. BUSINESS SUMMARY

Industry Overview

In the United States, the vegan cafe industry presently makes 26,000,000,000 dollars in sales.

The tourist industry in Florida has continued to steadily grow over the last three years seeing a 3% increase in the first quarter of 2023 according to Florida Tourism. Plant based restaurants and cafes have shown no signs of slowing with an annual 11.9% increase in popularity and demand year over year.

Research shows that consumers in this industry primarily focus on the following factors when making purchasing decisions: The interest in Animal free alternatives has risen due to a number of reasons, including: increased interest in food sustainability, disruption caused by climate change, the need for healthier diets and concerns for animal welfare. As consumers continue to become more educated on the impact their food choices have on not only themselves but the environment, as a business owner having plant based options is a must. It also accommodates those with dietary restrictions, allergies, and supports a variety of health issues. Plant-based proteins have increased fibers and antioxidants that other proteins cannot supply. Additionally, they are low in fat content.

Legal Issues

The Company affirms that its promoters have acquired all legally required trademarks and patents.

III. MARKETING SUMMARY

Target Markets

The Company's major target markets are as follows:

The target market includes vegans, vegetarians, tourist, anyone having dairy allergies, health concerns, looking to reduce environmental impact, health conscience, and among the age range of 18-62.

The estimated number of potential clients within the Company's geographic scope is 1,620,000.

Promotional Strategy

The Company will promote sales using the following methods:

Rabbit Hole Delray intends to partner with an established marketing firm to advertise through all available channels including, Social Media, Websites, Newsletters, events, branding, Influencers, Digital Marketing and In-store.

With this partnership we plan to poise the brand for growth to its desired position, educate non vegan consumers about the many benefits, and capture non local consumers through strategic marketing. Rabbit Hole Delray intends to capture an audience interested in the history and culture of Delray Beach through events, socials and public relations.

Services

First-rate service is intended to be the focus of the Company and a cornerstone of the brand's success. All clients will receive conscientious, one-on-one, timely service in all capacities, be they transactions, conflicts or complaints. This is expected to create a loyal brand following and return business.

IV. FINANCIAL PLAN

Attached we have provided the following financial information:
Financial Projections