

## **Business Plan Summary**

### ***Conch Cravings***

1191 North Federal Highway, Unit#5

Delray Beach, Florida 33438

April 7, 2021

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## **Introduction**

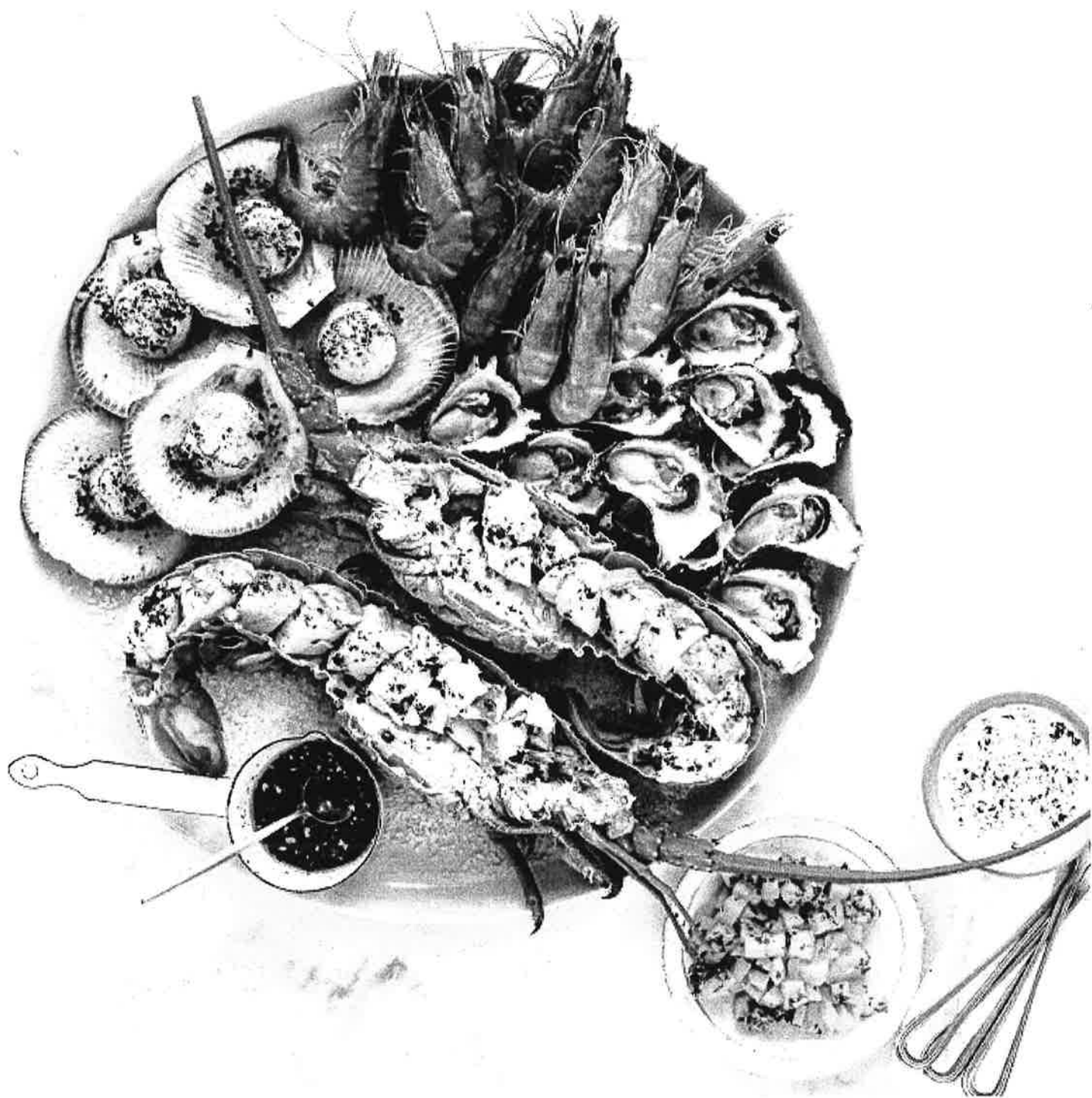
**Conch Cravings** was formed in the City of Delray Beach in 2021, by a 50 year resident of the city. The goal of **Conch Cravings** is to provide fresh, healthy, made-to-order seafood take-out meals. Our goal is to provide a pleasant experience for the residents of Delray Beach and many visitors to the city. We desire to make everyone who supports our business, proud of their experience and make a commitment to return and share their experience with others who will seek us for the same satisfactory experience. We know that based on the hard work, cost and determination put into this business venture, we are certain to obtain the following results:

- Creating a staple in the City of Delray Beach for the enjoyment and prosperity to the city and the creators.
- To prove to those who have invested in the business that this company will use every dollar, ideas, effort and labor of their time and talents, will be very successful because of them.
- We will create jobs for individuals, revenue for the city of Delray Beach and opportunity for growth and franchisees to come.

## Executive Summary

**Conch Cravings** as just a vision several years ago. It was an idea that gave hope of purpose and prosperity to a local Delray Beach resident of 50 years. To become a business owner, entrepreneur and a part of the Delray Beach heritage and legacy that is rich with many African American residents before me. **Conch Cravings** is attempting to overcome the hurdles that plague many small business ventures. It is our hope of achievement, sacrifice, hard-work and determination that we hope to utilize to catapult this company to the forefront of the small, Black-owned business' in the beautiful city of Delray Beach.

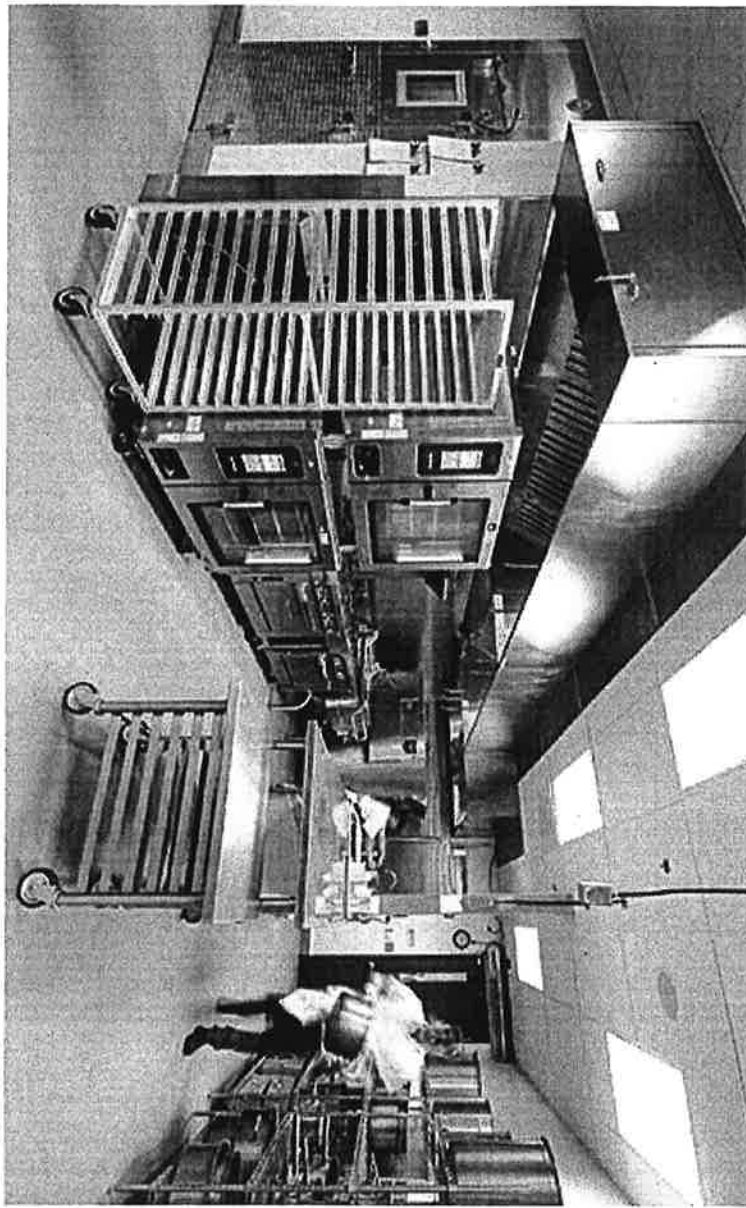
We have been given so much inspiration, advice and information from many who have paved the way before us. We have drawn so much knowledge and understanding from those individuals and have applied it to our plight. We have sought to learn all there is to learn about the business and know that because we love what we do, we love people and we have an immense desire to be successful, **Conch Cravings** will be another successful staple in the City of Delray Beach. We have given every minute of our money, time and energy to building this dream and have been very grateful to those who have and will continue to pour into our company as we grow. We have aspired to be very successful and with hard work and dedication, intend to grow beyond the limits of this small space into a large, well-known franchise, with hopes of allowing others to grow with us and as a part of a company that began in the small, but beautiful, city of Delray Beach.



## Company Overview

**Conch Cravings** is a small family run seafood take out restaurant created to give Delray a taste of clean seafood salads. Our goal is to provide our customers with a small but tasty selection of different styles of seafood which are staples of the Bahamian and American cultures combined. Our Goal at **Conch Cravings** is to offer quality and a friendly food choice to the local area and to create jobs for individuals that are residents of the city of DelrayBeach. We hope to one day grow our business to a point in which we can share our special taste of seafood with surrounding cities and neighboring communities.

**Conch Cravings** was founded by an individual who loves the taste of seafood and has always had a desire to one day own her own business creating and selling different seafood style dishes to others who shared the same love of seafood. The love of seafood was always the centerpiece to family gatherings and events that brought others together in the community. This is why **Conch Cravings** is trying to create that same vibe for the rest of Delray and the surrounding community. **Conch Cravings** is currently creating a base of future customers, friends and family who have all combined their resources, ideas and input to help the vision of **Conch Cravings** come to fruition. As of this moment, Delray Beach does not have a restaurant that offers the small, tapas style, take-out seafood salads to offer to customers. We are hoping to tap into that market and fill the void that we see is needed and wanted and will be well received by the Delray Beach residents and visitors alike. We want **Conch**

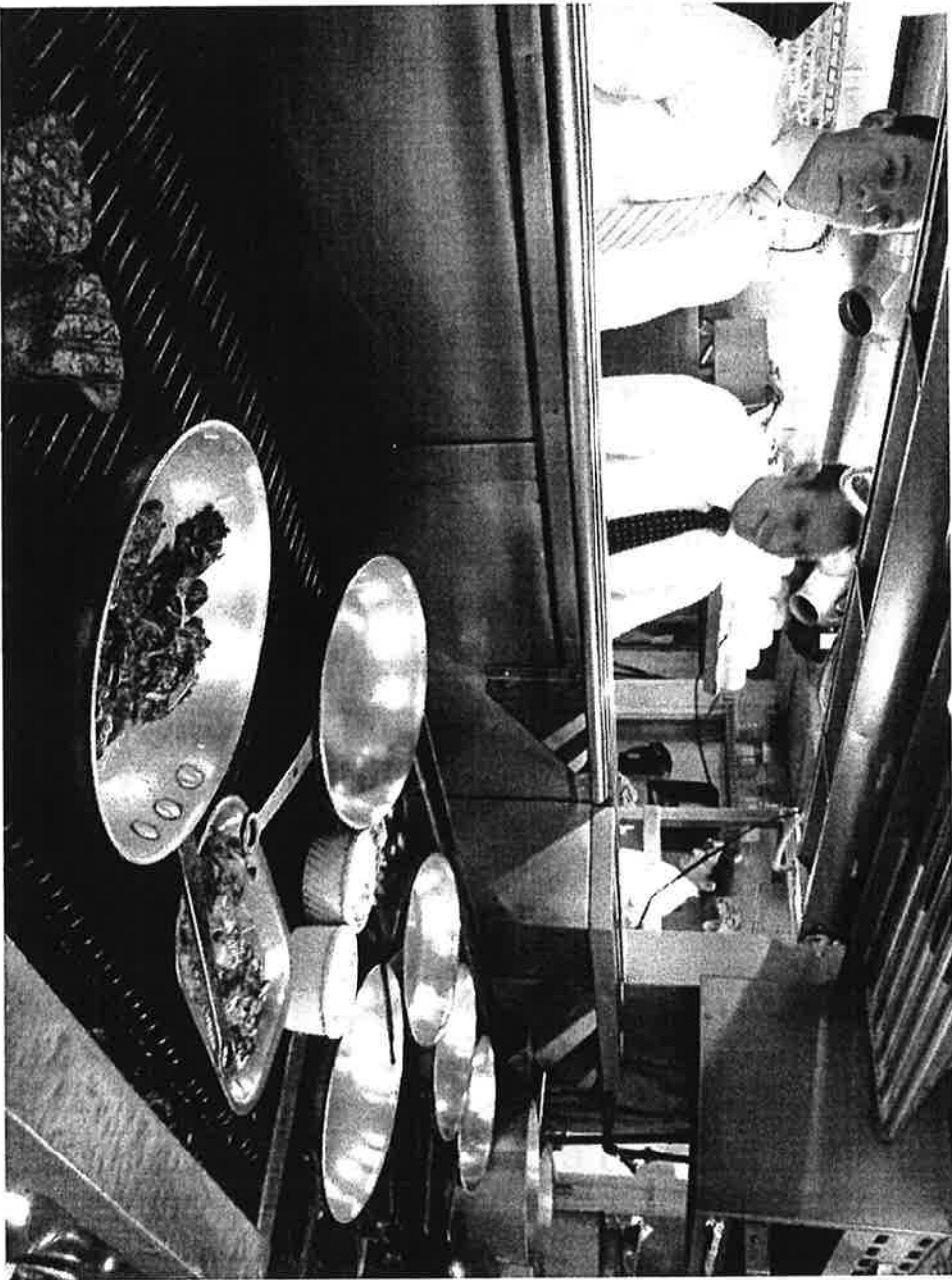


**Cravings** to become a household name that everybody knows when they mention the city of Delray Beach.

## **Utilization of Space**

**Conch Cravings** restaurant will be used to prepare various seafood based dishes. Our kitchen will be the command center of the restaurant, therefore, our kitchen will be fully functional and easily arranged to prepare clean and fresh seafood meals, made to order. Our goal is to make sure the kitchen is fully functional and fitted with special equipment that will aid in preparing foods fresh and fast. The kitchen will possess refrigeration with the ability to maintain adequate temperatures and to alert the staff of any malfunction that may pose any harm to the customer due to under refrigerated foods or food items. The kitchen will have separate stations to keep out cross contamination issues, certain foods will never cross to the area of a station where other types of foods are prepared, such as, shellfish on the salad prep station.

Hot areas will be in an opposite area from cold areas and cleaning products and mop stations will be housed outside of the kitchen and unused during operating hours. There will be clean counter space for customers to pick up and handle their food purchase and to wait on food previously ordered. The kitchen will have proper dishwashing equipment that are regulated according to the DBPR standards to properly clean instruments and utensils after each meal prep. There will be separate stocking locations for housing of replenishables.





There will be areas for employees to safely maintain walking and sitting distance, as well as, clean restrooms and wash sink areas outside of the kitchen to properly wash and maintain hygiene according to OSHA standards.

### **Designated areas in the Restaurant:**

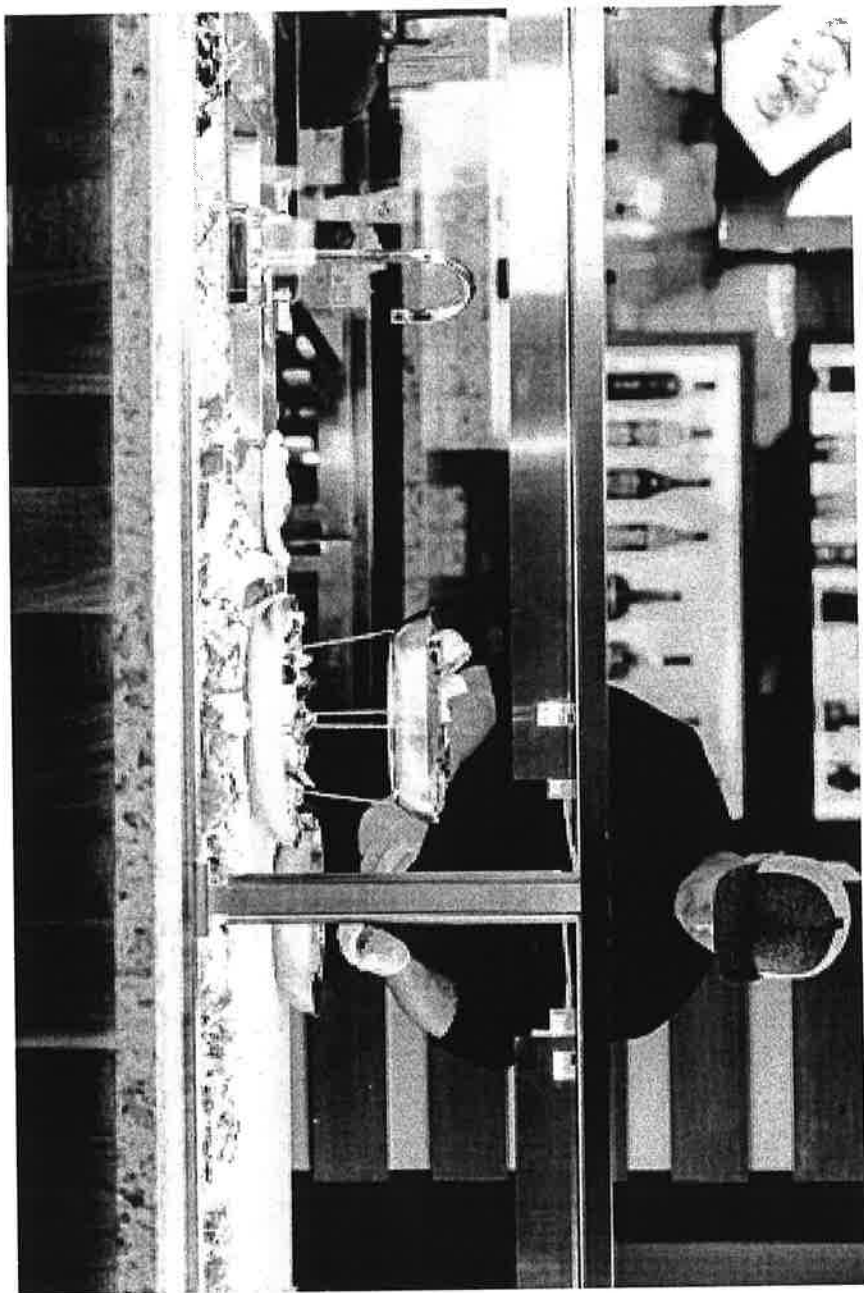
1. Customer order and waiting area
2. Customer condiment and soda area
3. POS counter/ Customer pick up counter
4. Range/Oven/Grill space
5. Steam tables
6. Reach-in/ Walk-in cooler
7. Freezers
8. Raw food prep counter
9. Fresh vegetable prep area
10. Pots, pans, baking sheets area
11. Spice, supply cabinets
12. Utensil, mixing bowls, serving supplier area
13. Cleaning supply closet
14. Fire extinguishers
15. Manager office space

## Management of Restaurant

Managing a restaurant is hard. However, if you consider the small things that are usually what causes the bigger issues for a restaurant, then one can run a very successful restaurant.

The management of **Conch Cravings** will be proficient at multitasking. Making certain to make sure the day's orders are being quickly and professionally completed while making sure that tomorrow's issues and needs are already prepared for. This allows for day- to day functions to run a more smooth and less chaotic business which translates into happy customers.

Our manager will be able to handle quick issues, staffing issues and vendor issues at a moment's notice. They will possess a calm temperament and a humbleness to deal with an upset customer and any issue that may present itself in the kitchen simultaneously. **Conch Cravings** will require their staff to take courses on restaurant operations and complete certifications as needed. **Conch Cravings** will be obtaining the services of certain marketing companies to train our staff and help us to strategize on how to increase our sales and increase our marketing ability. We will make certain to maintain our legal services and insurance policies effectively. **Conch Cravings** is striving to give the community in which we will serve great hospitality and a great food experience each time they frequent our facility.



**Conch Cravings management is expected to possess the following:**

1. Competence in staff management and conflict resolution
2. Properly handle customer complaints and food issues
3. Efficient in maintaining restaurant equipment issues
4. Precise on vendor orders and invoicing
5. Overseeing the safety and cleanliness of the kitchen and waiting areas
6. Implementing education courses and management skills learned
7. Inventory ordering, tracking and freshness is monitored precisely
8. Properly functioning POS system/computer/internet efficiency
9. Proper kitchen standards and cleanliness, local and federal requirements
10. Keep proper menu pricing, marketing and financial paperwork secure and precise

**Occupancy of Property**

**Conch Cravings** is a fresh prepared, cook to-order restaurant. We are a take out style restaurant, with limited seating. We will have a waiting area that will accommodate 5-7 patrons who have called ahead to place their orders or who have walked in and placed their orders at the register. Due to COVID 19 restrictions, we will require patrons to wear masks when inside the restaurant. We will also require the employees to wear masks along with the additional health and safety PPE.

The kitchen will house 3-5 staff at a time and the POS counter will have 1-2 staff at time. We

will make certain to have a full staff on days and hours of the day when the menu has specials that are designed to increase customer sales. Likewise, the kitchen will also be staffed in such a way that staff will be able to safely and effectively function in the same space without causing any undue strain on the effectiveness and efficiency of the restaurant and without negatively impacting the productivity of the staff and therefore negatively affecting customer satisfaction.

**The Kitchen staff will be designated as such:**

1. Lead Cook
2. Line Cook#1
3. Prep Cook#2
4. Prep Cook#3
5. Kitchen Asst
6. Kitchen Dishwasher/Maintenance
7. Greeter/Cashier#1
8. Greeter/Cashier#2

The lead cook will be responsible for supervising and training the kitchen staff. He/She will be responsible for making sure that the policies and principles of the kitchen are being followed according to OSHA standards. The lead cook will make certain the food orders are being effectively communicated from the cashier area to the kitchen processing area. The lead cook will accept, inspect and invoice all deliveries of fresh food deliveries. The line cook will



BUILD YOUR  
OWN BOWL  
TODAY!  
ROAST EITHER  
WITH OR WITHOUT  
MEAT OR VEGETABLES  
- 3 Year Old  
fine cuts go  
perfect with a  
great rest.

do an inventory of all received products and keep a log sheet. The Line cook will make all meals complete and ready for serving to the customer. The prep cooks will make sure all the food items are rinsed thoroughly, freshly prepared and refrigerated as needed for each order.

The prep cooks will also make sure the countertops are clean and sanitized after each prep and that the refrigeration and kitchen sink areas are free of unused waste and debris. The prep cooks will organize all products in the refrigerator according to kitchen protocol, maintain all menu items, ingredients and small item log inventory sheets. The kitchen assistant will be responsible for overseeing the ordering process that is called in and conveyed through internet services and timely processed through the POS system and eventually to the kitchen for preparation. The kitchen Assistant will keep the kitchen products replenished, the storage shelves stocked and the customer condiment station clean and fully stocked. The kitchen dishwasher/maintenance staff member will keep all the utensils, dishes and kitchen supplies sanitized and processed through the required dishwashing system throughout the day, aid all the staff with any conveyance of information from the front counter to the back kitchen area, keeping all the floor, walking, waiting, restroom and back mop areas clean and clutter free during operating hours and complete cleaning process after the business is closed to all patrons.

The greeter/cashiers will greet the customers as they enter the restaurant, they will offer them a menu and assist them with their order. They will process their payments and direct the customers on how long and where they should wait for their orders to be ready. They will make certain to forward the orders from the counter to the back kitchen by the register system

as well as the paper receipt system for the two system process of making sure the orders are correct and acceptable to the customer. The greeter/cashiers will keep the counters, waiting tables, door handles and soda machines sanitized and clear of debris during operating hours.



### 3 Year Financial Projection Sheet

<b>Conch Cravings, LLC</b> 1191 North Federal Highway S-#5 Delray Beach, Florida 33438		2022	2023	2024
<b>Revenue</b>		50000	75000	12000
Cost of Goods 35%		17500	29750	42000
<b>Gross Margin 45.42%</b>		<b>32500</b>	<b>55250</b>	<b>78000</b>
<b>Operating Expenses</b>		<b>6400</b>	<b>11050</b>	<b>156000</b>
Depreciation 20%		3800	4420	6240
<b>Operating Income</b>		<b>2000</b>	<b>8000</b>	<b>10000</b>
Finance Cost		800	2000	1120
<b>Income Before Tax</b>		<b>1200</b>	<b>6000</b>	<b>8880</b>
Income Tax Expense		240	1200	1776
<b>Net Income</b>		<b>960</b>	<b>4800</b>	<b>7104</b>

**Conch Cravings's target for the next 3 years are:**

- Maintain our food expenses to less than 35% of revenue.
- Increase our Gross Margin from 45.42% to 54.25% by year two.
- By year three we anticipate reaching 65.24% of our Gross margin.
- We expect to keep our labour down to 20% and 30% of total sales.
- Promote Conch Cravings as a Staple food hub in the city.
- Boost our sales and customer base by 40%00 the second year.
- Reaching our goal of doubling our initial investment by year three.