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1.0 Executive Summary
The Rouser Cup will be one of a kind coffee house / cafe located in Overland Park, Kansas. The 1,500 square foot cafe will be located in the newly constructed Midway Square Plaza located on the southeast corner of 117th Street and Mission Street. The anchor tenant, the Price Chopper grocery store, has already taken occupancy and the executive business brings more than 10,000 shoppers weekly.

The Rouser Cup, aptly named for the economic brews liquid that will fill the cup, fills the void of original coffee in the market area, inside our doors its corporate peers with their fast food concept and fast service. The Rouser Cup is the alternative to fast food commercial coffee shops and offers a much richer, civilized gourmet coffee experience. There are no alternatives in the area, the background music is subtle and weak from local artists will hang on the walls. The cafe is well appointed with expanded seating chairs and tables in a library like setting. The cafe is reminiscent of those gone by – yet is cutting edge technologically with WIFI and one of the most expensive machines.

The Rouser Cup measures its financial success in terms of increased market share and its earnings. With a total local market of 154 million, this is a tremendous opportunity. The keys to success will be the ability to offer quality gourmet coffee, take advantage of its small size, and maintain an an overwhelming positive image. In order to achieve these goals, the cafe will offer some the best in home grown beans from local distributors. Because of its small size, the cafe can enjoy large margins in the form of lower overhead. The cafe will hand select beans and offer suitable comparable in the chain. In turn the business will be trained to cover sell, and sell the higher margin products.

- 1.1 Business Objectives**
The primary objectives of the business plan for Rouser Cup are below:
- To increase revenues \$16,000 or 9% in Year 2 and by \$13,000 or 10% by Year 3
 - Achieve a profit margin of 5.2% in Year 2 and 6.0% by Year 3
 - Be the Café of Choice in the Overland Park area and recipient of the Best Coffeehouse Award

1.2 Mission Statement
The Rouser Cup is committed to its products and employees which they believe is the recipe for success.

1.3 Guiding Principles
The Rouser Cup is committed to values such as excellence, passion, quality, integrity and accountability which allow them to surmount challenges and provide the finest experiences. These core beliefs, start with their commitment to their products and their employees. The Rouser Cup provides excellence and excellent service. The cafe will work with its employees to build strong businesses and a secure future.

1.0 EXECUTIVE SUMMARY

The purpose of this business plan is to raise \$175,000 for the development of a coffee house while showcasing the expected financial and operations over the next three years. 1463 Northshore is a New York based corporation that will develop a restaurant that will serve steak, chops, and other food/beverage services. The Company was founded by Tyler Austin.

1.1 The Restaurant
1463 Northshore intends to serve a wide variety of eateries that will be of American origin. These eateries include steak, chops, seafood, and other dishes. Additionally, the business will offer a wide variety of alcoholic beverages, which management expects will generate a significant portion of the Company's revenues and profits.

1.2 Financing
Mr. Austin is seeking to raise \$175,000 from a bank loan. The interest rate and loan agreement are to be further discussed during negotiations. This business plan assumes that the business will receive a 15 year loan with a 9% fixed interest rate. The financing will be broken down as follows:

- Development of the location
- Funding for the first six months of operation
- Capital to purchase kitchen equipment
- Working capital

Mr. Austin will contribute \$25,000 to the venture.

1.3 Mission Statement
Mr. Austin's mission is to provide customers with an outstanding line of American cuisine dishes with a focus on steak, chops, seafood, and other dishes. The business plan assumes that the business will receive a 15 year loan with a 9% fixed interest rate. The financing will be broken down as follows:

1.4 Management Team
The Company was founded by Tyler Austin. Mr. Austin has more than 10 years of experience in the food service industry. Through his experience, he will be able to bring the operations of the business to profitability within the first year of operation.

1.5 Sales Forecasts

RESTAURANT BUSINESS PLANNER

Month: Year:

	GOAL	TYPE	ESTIMATED DATE	START DATE	FINISH DATE
BRAINSTORM	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				
	<input type="checkbox"/>				

	NEW RECIPE	DESCRIPTION	PRICE
<input type="checkbox"/>			\$
<input type="checkbox"/>			\$
<input type="checkbox"/>			\$
<input type="checkbox"/>			\$

KEY TOOLS + RESOURCES	IMPORTANT TASKS
<input type="checkbox"/>	
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NOTE AND REMINDERS

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saved 200,000 in a start up account in the bank. I have received commitments from three people who are willing to stand surety each for 20,000. Furthermore, I have a condominium with some equity.

Business Concept

The company's philosophy
The purpose of my sports club is to ensure that customers get real fun and good experiences when they visit their house first in the club.

Elevator pitch/Sales Presentation
I have 1000 sq ft in the downtown sports club with seating for 100 people. It's packed with the latest technology so you can experience everything in sport from the segregated members at each of the 40 sports. We have specially trained staff to serve our menu and drinks at reasonable prices. Here is my card, presenting a free drink for you and a companion.

The needs which the company will cover
The Sports Club covers the need for human interaction for the 20-30 year olds in an environment of active, music and TV viewing.

What is special about this company compared to competitors
Furthermore, Sports Club is the first essential club in town and the owner will have close contacts with the city's sports life, and their fan customers.

- Measurable Objective**
- There must be a contribution margin from food at 60%.
 - There must be contribution margin at 70% for drinks
 - Every weekend event must have a special event, creating media interest.

Personal Goals and Resources

As a leader I have always wanted to get my own place and after a trip to the U.S. where I saw an awesome concept for a sports club I am now ready, and I have learned that the perfect premises for the club is soon going to be available for lease.

Education and experience:
I have worked and has worked for each for many years. I am currently 40 years old and have played professional football for the local club. I am today a part of the marketing team of the club.

Economy:
I have 1000 sq ft in a start up account in the bank. I have received commitments from three people who are willing to stand surety each for 20,000. Furthermore, I have a condominium with some equity.

Knowledge of service / product:
After several years of work as a leader I have a thorough knowledge of client needs when they go to clubs and restaurants. Furthermore, I know all relevant suppliers in the catering environment. The active participation in the city's sports life gives a good network of contacts in potential customers and sports management.

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