

**BUSINESS PLAN**

**Capitola Tap House**  
401 Capitola Ave.

Capitola, CA 95010, USA

September 13, 2022

## **Executive Summary**

### ***The Company***

Capitola Tap House is a self-serve drink on draft. The self-pour revolution is growing and will add a modern touch to my establishment that will increase foot traffic, drive up sales, reduce waste, and make my operations overall more efficient. Self-pour technology can surely add a unique differentiator.

Having a self-pour beverage wall with beer, wine, and wine-based spirits cocktails will create a sense of community and is great for team bonding and creating a more inclusive environment for everyone for Santa Cruz county and visitors come to Capitola.

### ***The Ownership***

The Company will be structured as a sole proprietorship.

### ***The Management***

The Company will be managed by hired managers and staff. For delivery drop off, In front of the business location on the street, two parking spaces are designated for a 24 minute parking/loading zone for receiving deliveries. For storage concerns, All beer/wine are set up in 5 gallons to 15 gallons inside the walk-in cooler, and there are plenty of storage shelves. The second story has plenty of room for storage. Green waste management offers bigger size garbage/recycle containers to meet higher waste demand as necessary.

### ***The Goals and Objectives***

Capitola Tap House aims to add a fun place for local residents and visitors to stop for some drinks (non alcohol and alcohol drinks are featured on two walls and daily fresh small eating plates for pairing with the drinks. The Capitola Tap House business will enhance the residents' quality of life. Many residents and visitors have expressed positive interest regarding this new business in Capitola, especially the incorporation of alcohol beverages into our business model. This is an ideal location for residents to gather and meet their neighbors and enjoy social circles. Capitola Beach draws many visitors and vacation renters to this area. The City of Capitola Village parking lots, and street meter parking provide parking to the visitors who come by my business while on their way to the village, as we are not a point of destination, but a stop on the way to or from the Village, and many people would be able to take advantage of our take-out option. This business will not generate more

than usual car traffic, or spillover parking in the neighborhoods, as can be confirmed by our previous statement on not being an immediate point of destination, but a business on the way to the Capitola Village. This business is surrounded by recently rezoned vacation rentals and separated by the mixed use village zone.

Open hours are 11am to 8pm (summer and winter business hours may vary).

### ***The Products and Services***

Capitola Tap House offers self-pour draft kombucha, specialty tea, nitro cold brew coffee, beer and wine on tap and daily fresh food.

### ***Pricing Strategy***

The Company will make use of an economy pricing strategy.

## **Business Plan - Capitola Tap House**

### **The Company**

#### *Business Sector*

The Owner would like to start a business in the following industry: food and drinks accommodation services sector.

#### *Company Background*

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Having a self-pour beverage wall with beer, wine, and wine-based cocktails will create a sense of community and is great for team bonding and creating a more inclusive environment for everyone for Santa Cruz county and visitors come to Capitola.

### *Company Goals and Objectives*

Capitola Tap House aims to add a fun place for local residents and visitors to stop for some drinks (non alcohol and alcohol drinks are featured on two sides of the walls) and daily fresh made small eating plates for pairing with the drinks. My business is in close proximity to the central village zone and the business is not directly inside a residential neighborhood. My business has only one vacation rental behind me, one side is adjacent to the trestle, and the other side is adjacent to the fire station. My business is in the Neighborhood Commercial Zone, but boarding the Central Village Zone. Lack of parking for this business would not constitute a special privilege, because lack of parking is not a unique request, as many businesses have a lack of parking, and I am not taking parking from the Central Village Zone. In addition, my business would not be a point of destination, not congest the traffic, and we also limited our seating to aid your concerns. Open hours are 11am to 8pm. Summer and Winter business hours may vary.

### *Company Ownership Structure*

The Company will be structured as a sole proprietorship.

### *Ownership Background*

- Owner: Amy Cheng  
Experience and training: Amy Cheng has many years of experience in the food and drinks business. She has degrees in nutritional food and science from UC Davis.

### *Company Management Structure*

The Company will be managed by hired managers and staff.

## **The Products and Services**

### *The Products and Services*

Capitola Tap House offers draft kombucha, special tea, cold brew coffee, beer and wine on tap.

### *Location Analysis*

The business is located in a bustling commercial beach town and is minutes away from the prominent Capitola Village.

### *Pricing*

The Company will make use of an economy pricing strategy.

### *Advertising*

The Company will promote the business through:

- Online channels (website, Google ads, etc.)
- Email marketing (newsletters, brand story, etc.)
- Social media
- TV or radio ads
- Print (magazines, flyers, etc.)

The annual budget for advertising is: \$5,000.00.

## **SWOT Analysis (Strengths/Weaknesses/Opportunities/Threats)**

### *Strengths*

Customer service, cutting edge technology in the self-pour are critical success factors and they give the business its competitive advantage.

### *Weaknesses*

The location is driven by tourists, summer, warm, sunny weather.

### *Opportunities*

There is an opportunity to promote brands and products to the community. Bring education about the benefits of Kombucha healthy drinks and efficiency of self-pour technology.

### *Threats*

Common threats include things like rising costs for goods and products, increasing competition and current labor shortage.

## **Operations**

### *Daily Operations*

The business hours are open to the public from 11am to 8pm. This business is family friendly to locals, visitors and services of all ages. This is family friendly hours and limited crowds after dark and avoiding noisy crowds around the nearby residential neighborhood.

#### *Operational Facilities*

Capitola Tap House offers indoor seating, outdoor seating, and daily fresh small plates healthy choice of food. Self-Pour Technology card key check-in manage and control alcohol consumption include the following: (1) keeping track of consumption; (2) measure portion drink sizes; (3) limiting to no more than 2 standard drinks per person at a time. (4) Signs posted "No Open Containers past controlled outdoor seating areas. Staff serve free samples of kombucha on draft outdoor mobile carts within the property line. Outdoor Signages stand placement within the property line.

#### *Staffing*

The Company has a 5-10 person staff, including a general manager, part-time and full-time staff. Staff check ID at the POS counter.

#### *Zone Commercial/Residential*

Capitola Tap House business is separated by Trestle Boundary Zoning Central Village and Neighborhood Commercial. Central Fire Station is on the right, Trestle is on the left, Riverview Ave Beach Vacation Rentals directly behind. Capitol Ave is a major art This business is surrounded by Central Village Zoning. Outdoor dining seating and Outdoor Business Signage placements are important for businesses in central village and neighborhood commercials.

Capitola Tap House proposed 18 people indoor seating, 13 people outdoor seating