



HOMEWOOD RESTAURANT

BIG ROCCO'S

Business Plan



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INTRODUCTION

In 2014 a new Recipe was born which had a huge inspiration from already famous Rotellis Pizza & Pasta. This Recipe and concept were named Bilottis. Initially it started with two different locations in the towns of Wellington and Boca Raton respectively. All of a sudden, out of all the hard work and preparation put in the recipe and the concept, both locations became really popular and extremely likeable by not only the people of these towns as well as the neighboring towns. After operating for 1 year and going under a new ownership Billotis is now known as Big Rocco's and due to many requests by our beloved supporters, Big Rocco's is interested and well prepared to go and open up a casual hangout place with full bar & entertainment location in the beautiful heritage town of Homewood, IL.

Big Rocco's is looking forward to creating an amazing experience for their guests by creating a casual and exciting environment at their new location in Homewood.

Big Rocco's primary product is pizza, but we will offer so much more. Along with pizza, calzone and wings, we will have first class appetizers, tapas meals, pasta bakes and themed catering event including Sunday tailgate football buffets. A full menu is available.

Big Rocco's will have many faces. In other words, lunch and dinner will target families but late-night Paton's will target young adults and young by heart adults.

1. EXECUTIVE SUMMARY

- **Big Rocco's** aims to bring a unique dining and entertainment experience to the local residents of Homewood, IL, by combining the best of New York-style pizza, a fully stocked bar, and a cutting-edge video gaming lounge. With a focus on quality food, a diverse drink menu, and a gaming-friendly atmosphere, Big Rocco's seeks to become a go-to destination for both families and young adults in the area.
- **Opportunity:** A unique happening place of locals with a chill out ambience.

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- **Mission:** Relaxed environment for busy soul.
- **Solution:** It's a unique concept of casual with fine dining experience in a very adaptive environment.
- **Market focus:** Five-mile radius around the location, catering nearby townships.
- **Competitive advantage:** New brand in town with beautiful ambience and very casual approach.
- **Ownership:** Excels Investment or new corporation to be formed.
- **Expected returns:** We are expecting to serve almost 200-300 patrons on average a day.

2. COMPANY OVERVIEW

At Big Rocco's Pizzeria & Tavern, our mission is to be the place where locals and strangers come together to eat, drink, and enjoy!

Our vision is a place where everyone is welcome, like they are at a friend's house sitting around the kitchen table eating great food, drinking great drinks, and enjoying being with friends.

Our values center around our people, our guests, and our community. We strive to provide a fun family-like atmosphere with fair wages for our employees. We get to know our guests, so they become our friends. We become part of the community by supporting local charities and events. We also heavily support active duty and veteran military, and first responders through charities.

3. BUSINESS DESCRIPTION

Big Rocco's is an exciting and unique establishment that brings together the best elements of a casual pizza joint, a lively bar, and an engaging video gaming space.

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Located in the heart of [City], Big Rocco's is designed to be the ultimate destination for individuals and groups looking for a fun, relaxed, and immersive experience.

- 1. Pizza Experience:** At Big Rocco's, we take pride in crafting mouthwatering pizzas that cater to a variety of tastes. Our menu features a diverse selection of hand-tossed pizzas with high-quality ingredients, including fresh, locally sourced produce, and a range of unique toppings. Whether you're a fan of classic Margherita or adventurous BBQ chicken, our pizza offerings are designed to satisfy every palate.
- 2. Bar & Beverage Selection:** Our well-stocked bar complements the pizza experience with an extensive selection of beverages. From craft beers and signature cocktails to a curated wine list, our bar menu is designed to provide the perfect pairing for your favorite pizza. Our skilled bartenders are ready to whip up your favorite drink or surprise you with a new and delightful concoction.
- 3. Video Gaming Lounge:** Big Rocco's takes entertainment to the next level with our dedicated video gaming lounge. Guests can enjoy a variety of popular video games, from classic arcade favorites to the latest gaming consoles. The gaming lounge is designed to create a social and interactive atmosphere, making it an ideal space for friends, families, and gamers to come together and have a blast.
- 4. Atmosphere and Ambiance:** The interior of Big Rocco's is thoughtfully designed to create a vibrant and welcoming atmosphere. With comfortable seating arrangements, dynamic lighting, and a modern aesthetic, our space is ideal for casual get-togethers, celebrations, and everything in between. The integration of video gaming adds an extra layer of excitement, making Big Rocco's a one-of-a-kind destination.

5. Events and Specials: Big Rocco's hosts regular events, theme nights, and gaming tournaments to keep the excitement alive. From trivia nights to live music performances, there's always something happening at Big Rocco's. We also offer special promotions, happy hours, and combo deals to provide value and keep our customers coming back for more.

6. Community Engagement: Big Rocco's is committed to being an active member of the community. We collaborate with local artists, sponsor community events, and engage in initiatives that promote inclusivity and fun. Our commitment to the community goes beyond serving great food and drinks; it's about creating memorable experiences for everyone.

At Big Rocco's, we believe in the power of bringing people together over fantastic food, refreshing drinks, and exhilarating gaming experiences. Our establishment is not just a place to eat and drink; it's a destination where memories are made and where everyone is welcome to join in the excitement.

4. MARKET ANALYSIS

Industry Overview:

The pizza and bar industry are a thriving segment within the broader restaurant and hospitality sector. It combines the popularity of pizza, a widely loved comfort food, with the social atmosphere of a bar, creating a unique and appealing dining experience. The industry has shown resilience, adapting to changing consumer preferences and market trends.

Market Trends:

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- a. Growth in Casual Dining:** Consumers increasingly seek casual and relaxed dining experiences. Pizza and bar places provide a laid-back atmosphere, making them popular choices for social gatherings and informal outings.
- b. Focus on Unique Flavors:** Innovation in pizza toppings and crusts, along with creative bar menus, are becoming key differentiators. Consumers are drawn to establishments that offer unique and high-quality options.
- c. Health-Conscious Choices:** There's a growing demand for healthier pizza options, including gluten-free crusts, vegetable-based toppings, and organic ingredients. Bars are also incorporating healthier drink options, such as low-calorie cocktails and craft beers.
- d. Technology Integration:** Online ordering platforms, mobile apps, and delivery services have become essential for reaching a wider customer base. Integrating technology for seamless ordering and delivery is crucial for staying competitive.

Target Market:

- a. Demographics:** Pizza and bar places typically appeal to a broad demographic, with a focus on young adults, families, and working professionals. The casual and inclusive nature of these establishments caters to diverse age groups.
- b. Location Considerations:** Proximity to residential areas, offices, and entertainment hubs is advantageous. Urban areas with a mix of residential and commercial spaces tend to attract a steady flow of customers.

Competitive Landscape:

- a. Local Competition:** Identify existing pizza and bar establishments in the area. Analyze their strengths and weaknesses, pricing strategies, and customer reviews to understand the local market dynamics.
- b. Differentiation Strategies:** Stand out by offering unique pizza flavors, signature cocktails, themed nights, live entertainment, or exclusive events. Creating a distinctive brand image will help attract and retain customers.

Regulatory Considerations:

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a. Licensing and Permits: Ensure compliance with local regulations regarding alcohol licensing, food safety, and hygiene standards. Understanding and adhering to these regulations is crucial for a smooth operation.

Economic Factors:

Disposable Income: Economic factors, such as the disposable income of the target market, can impact the frequency of dining out. Consider local economic conditions to set pricing strategies and promotional activities accordingly.

Marketing Strategies:

Social Media Presence: Leverage social media platforms for marketing campaigns, showcasing food and drink offerings, and engaging with the community. Visual content is particularly effective in promoting food and drink items.

Collaborations and Partnerships: Partner with local businesses, influencers, or event organizers to enhance visibility and attract new customers. Collaborative efforts can create a sense of community around the establishment.

Financial Considerations:

Cost Management: Efficient inventory management, staff scheduling, and procurement practices are essential for controlling costs. Regular financial assessments will help in optimizing operational efficiency.

Pricing Strategies: Set competitive and attractive pricing while ensuring profitability. Consider bundling deals, happy hour specials, or loyalty programs to encourage repeat business.

In conclusion, the pizza and bar industry offer promising opportunities for those who can adapt to evolving consumer preferences, differentiate themselves from competitors, and provide a memorable dining experience. A thorough understanding of the local market, coupled with effective marketing and operational strategies, will contribute to the success of a pizza and bar place.

5. OPERATING PLAN

1. Vision and Mission: Big Rocco's aims to be the go-to destination for a casual and enjoyable dining experience, offering delicious pizzas, a diverse selection of drinks, and a welcoming atmosphere. Our mission is to create a space where friends and families can gather, unwind, and savor high-quality food and beverages.

2. Location and Facilities: Big Rocco's will be strategically located in a bustling urban area, easily accessible to both residents and working professionals. The venue will feature a spacious dining area, a well-stocked bar, and a vibrant ambiance with comfortable seating for groups of all sizes.

3. Menu Development:

a. Pizza Selection: Offer a diverse menu of pizzas with a variety of crust options, unique toppings, and specialty combinations.

b. Bar Menu: Curate an extensive drink menu including craft beers, signature cocktails, and a selection of wines and spirits.

c. Special Dietary Options: Cater to different dietary preferences with gluten-free crusts, vegetarian, and vegan pizza options.

4. Quality Ingredients and Sourcing: Source high-quality, fresh ingredients for pizza toppings, sauces, and bar beverages. Establish relationships with local suppliers to ensure consistency and support the community.

5. Technology Integration: Implement an efficient point-of-sale (POS) system for order processing and inventory management. Develop a user-friendly website and mobile app for online orders and reservations. Partner with popular food delivery platforms to expand reach.

6. Marketing and Promotion:

a. Social Media Presence: Maintain an active presence on social media platforms to engage with the audience, share promotions, and showcase menu items.

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b. Loyalty Programs: Introduce loyalty programs and discounts for repeat customers to encourage retention.

c. Events and Promotions: Host themed nights, live music, and special promotions to attract new customers and create a buzz.

7. Staffing:

a. Skilled Staff: Hire experienced chefs, bartenders, and wait staff to ensure quality service.

b. Training Programs: Conduct regular training programs to enhance customer service, product knowledge, and overall efficiency.

8. Health and Safety Measures: Implement strict hygiene and safety protocols to ensure the well-being of both customers and staff. Regularly sanitize surfaces, enforce handwashing practices, and adhere to local health regulations.

9. Customer Feedback and Improvement: Encourage customer feedback through surveys and online reviews. Use the feedback to identify areas for improvement and continually enhance the customer experience.

10. Financial Management:

a. Budgeting: Develop and adhere to a detailed budget covering all aspects of operations, including food costs, staffing, marketing, and maintenance.

b. Profitability Analysis: Regularly review financial statements to assess profitability and identify areas for cost optimization.

By adhering to this comprehensive operating plan, Big Rocco's aims to become a beloved establishment known for its great food, vibrant atmosphere, and exceptional customer service.

6. MARKETING AND SALES PLAN

Promoting the business, whether through generating leads or traffic to a website or store, is one of the most important functions of any business. In this section of the plan, provide details of intended marketing of the business. Describe the key messages and channels used for generating leads and promoting the business. This section should also describe any sales strategy. Depending on the type of business, the following sections may or may not be necessary. Only include what is needed and remove everything else.

- **Key messages:** Promoting the brand and concept of Big Rocco's in nearby localities.
- **Marketing activities:** These are the promotional activities planned to implement.
 - Media advertising (newspaper, magazine, television, radio)
 - Direct mail
 - Telephone solicitation
 - Seminars or business conferences
 - Joint advertising with other companies
 - Word of mouth or fixed signage
 - Digital marketing such as social media, email marketing, SEO, or blogging
 - Provide limited free consultations (such as free job pricing for Contractors, free landscaping consultation for landscapers, or free pricing opinions for real estate agents)
 - Sponsor local sports teams or other community events
 - Give free informational talks either at the business offices or for local businesses offering complementary services (such as a real estate agent providing seminars about preparing a home to bring to market)
 - Do free work for local non-profits (such as an ad agency designing a local farmer's market's website for free)

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- **Sales strategy:** Promote the best in town Italian New York Style Pizza with other Italian options with video gaming and varieties of hard & soft drinks options.

7. FINANCIAL PLAN

Revenue Streams: a. *Pizza Sales:* The primary source of revenue will be the sale of a diverse range of high-quality pizzas, catering to various tastes and preferences. b. *Bar Sales:* Revenue generated from the sale of alcoholic and non-alcoholic beverages, including craft beers, cocktails, and soft drinks. c. *Video Gaming Fees:* Income from the video gaming lounge, where customers pay a fee or purchase gaming packages for access to gaming consoles and arcade machines.

Pricing Strategy: a. *Competitive Pricing:* Set competitive prices for pizzas and beverages while ensuring profitability. b. *Gaming Packages:* Offer tiered gaming packages with varying levels of access and duration to appeal to different customer segments. c. *Combo Deals:* Introduce combo deals that combine pizzas, drinks, and gaming for a discounted price to encourage upselling.

Cost of Goods Sold (COGS): a. *Ingredients:* Monitor and control the cost of pizza ingredients through strategic sourcing and supplier relationships. b. *Beverages:* Manage beverage costs by optimizing inventory and negotiating favorable deals with suppliers. c. *Gaming Equipment:* Regularly maintain and upgrade gaming equipment to ensure a seamless and enjoyable experience for customers.

Operating Expenses: a. *Labor Costs:* Allocate resources efficiently, balancing front-of-house and kitchen staff based on peak hours and customer traffic. b. *Rent and Utilities:* Account for rent, electricity, water, and other utility expenses associated with maintaining the premises. c. *Marketing and Promotion:* Allocate a budget for marketing campaigns, promotions, and events to drive customer engagement and loyalty. d. *Insurance and Licensing:* Include costs associated with business insurance, licenses, permits, and any regulatory compliance requirements.

Technology Expenses: a. *Point-of-Sale (POS) System:* Invest in a reliable POS system to streamline order processing, inventory management, and sales tracking. b. *Online Ordering Platform:* Budget for the development and maintenance of an efficient website and mobile app for online orders and reservations. c. *Gaming Equipment Maintenance:* Account for ongoing maintenance and potential upgrades of gaming consoles and arcade machines.

Contingency Fund: a. *Emergency Fund:* Set aside a contingency fund to address unforeseen expenses, such as equipment breakdowns or unexpected repairs.

Financial Projections: a. *Sales Forecasts:* Develop realistic sales forecasts based on market research, historical data, and industry trends. b. *Profit and Loss Statements:* Regularly review and analyze profit and loss statements to assess the financial health of the business. c. *Cash Flow Management:* Implement effective cash flow management practices to ensure the business has the necessary liquidity for day-to-day operations.

Funding Sources: a. *Initial Investment:* Determine the initial capital required for startup costs, including equipment, renovations, and initial inventory. b. *Loans or Investment:* Explore funding options such as bank loans, small business grants, or seeking investment from partners or investors.

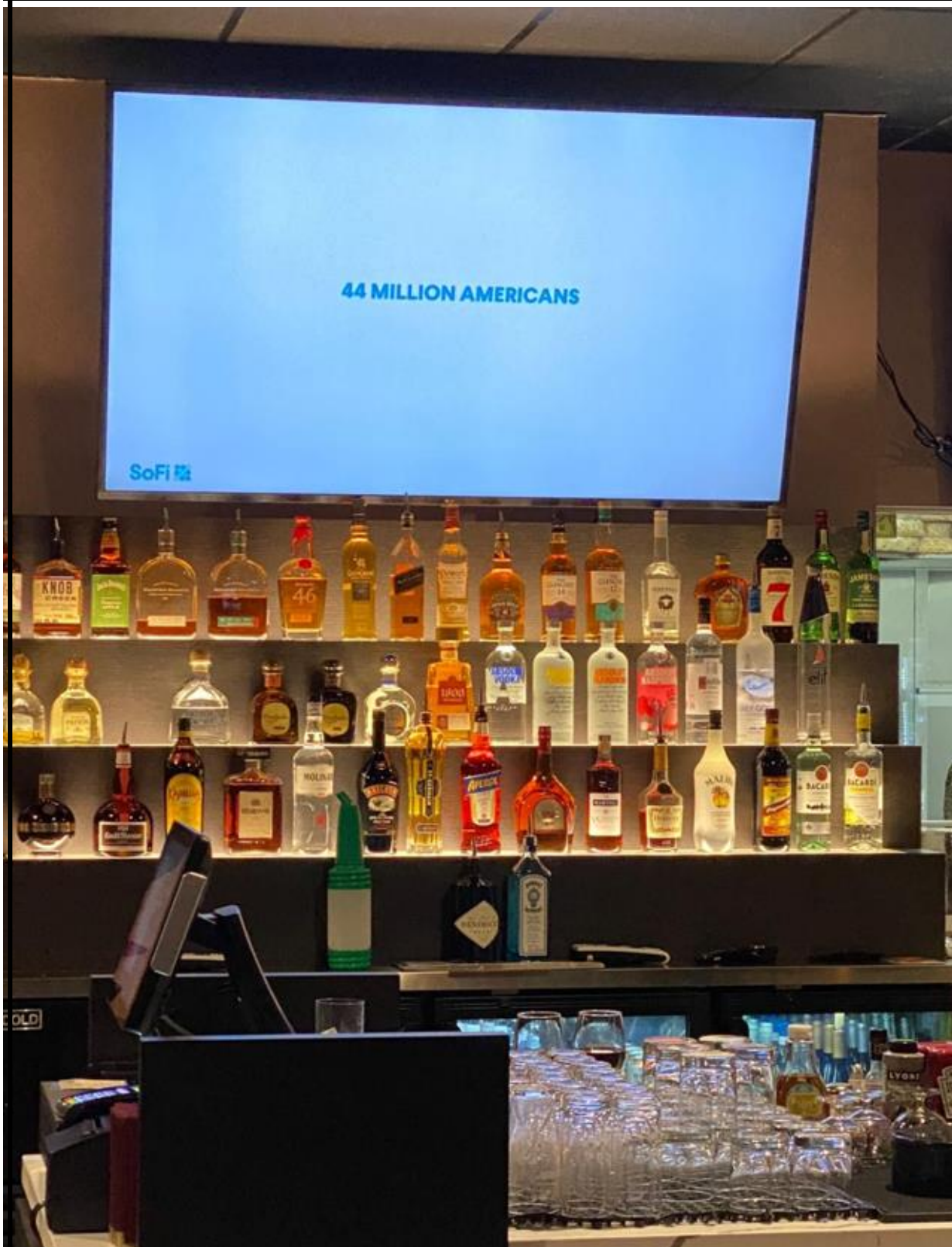
Growth and Expansion Plans: a. *Reinvestment:* Allocate a portion of profits for reinvestment into the business, whether for marketing campaigns, facility improvements, or expanding the menu and gaming offerings. b. *Franchise Opportunities:* Assess the feasibility of franchising the concept to expand the brand regionally or nationally.

By diligently managing revenue streams, controlling costs, and implementing strategic financial planning, Big Rocco's aims to achieve financial success and sustainability in the competitive market of pizza, bar, and video gaming entertainment. Regular financial reviews and adjustments will be integral to adapting to changing market conditions and ensuring long-term profitability.

7. PICTURES/OUTLINES

How will it look in Future:-

















BIG ROCCO'S MENU

CHEESE PIZZA

SM 10" \$11.99 | LG 16" \$15.99 | XL 20" \$18.99 ADD
TOPPINGS (EACH): SM \$0.99 | LG \$1.99 | XL \$2.99

ADDITIONAL TOPPINGS AVAILABLE

PEPPERONI, SAUSAGE, HAM, BACON, MEATBALL, SALAMI, CHICKEN, ONIONS, MUSHROOMS, SPINACH,
GARLIC, RED/GREEN PEPPER MIX, BLACK OLIVES, JALAPENOS, PINEAPPLE, BANANA PEPPERS, HOT
CHERRY PEPPERS, TOMATOES, EXTRA CHEESE, FRESH MOZZARELLA, RICOTTA

GOURMET PIZZAS

LG 16" \$22.99 | XL 20" \$24.99

** ITEM DOES NOT CONTAIN RED SAUCE

WHITE DELIGHT **

RICOTTA, FRESH GARLIC & MOZZARELLA

NEW YORKER

PEPPERONI, SAUSAGE, ONION, MUSHROOM
& RED/GREEN PEPPER MIX

BUFFALO CHICKEN **

CHICKEN, MILD BUFFALO SAUCE & BLUE
CHEESE CRUMBLES

BBQ CHICKEN **

CHICKEN, ONION, BACON & BBQ SAUCE

VEGGIE

MUSHROOMS, ONIONS, RED/GREEN
PEPPER MIX, BROCCOLI & BLACK
OLIVES

BUFFALO CHICKEN **

CHICKEN, MILD BUFFALO SAUCE & BLUE

CHEESE CRUMBLES

MY LOVE MARGARITA

SLICED TOMATOES & FRESH MOZZARELLA
TOPPED WITH BASIL

THE BIG ROCCO LG \$24.99 / XL \$27.99

PEPPERONI, SAUSAGE, HAM, ONION,

MUSHROOM, TOMATOES, RED/GREEN
PEPPER MIX, BLACK OLIVES & EXTRA
CHEESE

MEAT AMORE

PEPPERONI, MEATBALL, BACON, HAM
& SAUSAGE

DOUBLE DOUBLE

EXTRA PEPPERONI & EXTRA CHEESE

MEATBALL PARM

RICOTTA CHEESE, MEATBALLS &
FRESH GARLIC

FLORENTINE **

SPINACH, MUSHROOM & RICOTTA &
GARLIC

ROCCO'S HAWAIIAN

BACON, PINEAPPLE & HAM

CALZONES & STROMBOLIS

**CALZONE: HALF MOON SHAPE FILLED
WITH RICOTTA**

CHEESE \$13.99

MOZZARELLA

CLASSIC \$16.99

PEPPERONI, HAM &
SALAMI & RED/GREEN
PEPPER MIX

**STROMBOLI: ROLLED UP WITH
MOZZARELLA**

\$0.99 FOR EACH ADDITIONAL TOPPING

MEATY \$16.99

PEPPERONI, SAUSAGE, HAM & MEATBALL

VEGGIE \$16.99

MOZZARELLA, MUSHROOMS, ONIONS,
RED/GREEN PEPPER MIX & BLACK
OLIVES

ROCCO'S \$16.99

MEATBALL, SAUSAGE,
PEPPERS & ONIONS

BUILD YOUR OWN \$16.99
3 CHOICE TOPPINGS

\$0.99 FOR EACH ADDITIONAL TOPPING

DINNERS

PICK YOUR PARM \$17.99

BAKED SALMON \$21.99

YOUR CHOICE
OF CHICKEN OR
EGGPLANT SERVED W/
PASTA & OUR
HOMEMADE SAUCE

FETTUCINI
ALFREDO \$15.99
ADD CHICKEN
\$4.99 | ADD SHRIMP \$6.99
FETTUCINI PASTA
COOKED TO PERFECTION,
TOPPED WITH PESTO
BUTTER & WITH YOUR
CHOICE OF 1 REGULAR
SIDE
AND 1 PREMIUM
SIDE COOKED TO
PERFECTION & TOPPED
WITH BUTTER PESTO WITH
YOUR CHOICE OF 1
REGULAR SIDE AND 1
PREMIUM SIDE

SPAGHETTI & MEATBALLS
\$14.99
OUR FAMOUS MEATBALLS (3)
OVER SPAGHETTI & TOPPED
WITH OUR HOMEMADE
SAUCE.

STARTERS

PERFECTLY FRIED AND SERVED WITH HOMEMADE MARINARA SAUCE

EGGPLANT STACK (3) \$12.99

EGGPLANT MEDALLIONS TOPPED WITH FRESH MOZZARELLA, BEEFSTEAK TOMATOES, BALSAMIC GLAZE & FRESH BASIL

MEATBALLS (3) \$5.99 (6) \$10.99

SIMMERED IN OUR HOMEMADE TOMATO SAUCE AND SERVED WITH OUR FAMOUS GARLIC KNOTS

ROSEMARY PARMESAN FRIES \$7.99

CRISPY FRIES TOSSED IN OUR GARLIC-ROSEMARY AOILI

CHICKEN QUESADILLA \$10.99

GRILLED CHICKEN & CHEESE SERVED WITH PICO DE GALLO & SOUR CREAM

FRIED CALAMARI \$12.99

SERVED WITH WARM MARINARA SAUCE

CHICKEN FINGERS \$13.99

HAND BREADED MADE TO ORDER SERVED WITH FRIES

ROCCO'S PRETZEL STICKS (4) \$9.99

SERVED WITH OUR HOMEMADE BEER CHEESE

2 DRUNK ONIONS \$9.99

OUR ICONIC BEER BATTERED ONION RINGS AND OUR LEGENDARY BREADED ONION RINGS BROUGHT TOGETHER WITH OUR FAMOUS FAT TIRE BEER CHEESE SAUCE

LOADED TOTS \$9.99

CRISPY TOTS TOPPED WITH CHEESE, BACON, SCALLIONS & SOUR CREAM

TACOS \$10.99

(SERVED WITH CHIPS & SALSA)

SEASONED GROUND BEEF, ONIONS, CILANTRO & CHEESE

SUB CHICKEN, PORK OR GRILLED SHRIMP +\$2.99

ROCCO'S WINGS \$15.99

MARINATED, BAKED THEN FLASH FRIED FOR A CRISPY, JUICY WING!

MILD | MEDIUM | HOT | SOUTHERN BBQ | HONEY BOURBON | TANGY CAROLINA BBQ | SWEET SRIRACHA | GARLIC PARMESAN | MANGO HABANERO | HONEY GARLIC | LEMON PEPPER | KOREAN BBQ TERYAKI GLAZE | TRIPLE THREAT

BURGERS

SERVED WITH FRIES OR TOTS (LOADED + \$3.49)

ADD PREMIUM TOPPINGS (+\$1.49)

BEER BATTERED ONION RING | WHISKEY BATTERED ONION RING | SAUTEED ONIONS | FRIED EGG | CHEESE | BACON | GARLIC AIOLI | CHIPOTLE AIOLI | SAUTEED MUSHROOMS

SAY CHEESE \$12.99

AMERICAN CHEESE, LETTUCE, SLICED TOMATO & RED ONION

SHROOM \$13.99

SWISS CHEESE, SAUTEED MUSHROOMS & ROASTED GARLIC AIOLI

WHISKEY ON MY MIND \$13.99

WHISKEY BATTERED ONION RING, CRUMBLLED GORGONZOLA

CHEESE & HONEY BOURBON BBQ SAUCE

DRUNKEN BURGER \$14.99

BEER BATTERED ONION RING; BEER CHEESE & BACON

HANGOVER \$14.99

CHEDDAR CHEESE, SLICED TOMATO, BACON, FRIED EGG & MANGO HABANERO SAUCE

SUBS, SANDWICHES & WRAPS

SERVED WITH FRIES OR TOTS (LOADED + \$3.49)

BIG ROCCO \$15.99

PEPPERONI, SALAMI, HAM, CAPICOLA, PROVOLONE CHEESE, ICEBERG LETTUCE,

TOMATO & ONION TOPPED WITH ITALIAN DRESSING. SERVED HOT OR COLD

PICK YOUR PARM \$13.99

MEATBALL, CHICKEN OR EGGPLANT TOPPED WITH OUR HOMEMADE RED SAUCE,

MOZZARELLA & PARMESAN CHEESE ON A TOASTED HOAGIE

SAUSAGE & PEPPERS \$15.99

PULLED PORK SANDWICH \$12.99

ITALIAN SAUSAGE, ONIONS, AND GREEN/ RED PEPPER MIX

CHICKEN CAESAR WRAP \$12.99

PULLED PORK SMOTHERED IN YOUR CHOICE OF SOUTHERN BBQ, TANGY CAROLINA, OR SWEET HONEY BOURBON BBQ

CHICKEN RANCH CLUB WRAP \$12.99

YOUR CHOICE OF CRISPY, GRILLED OR BLACKENED CHICKEN BREAST W/ MIXED GREENS, SLICED TOMATO, CRISPY BACON & RANCH

BUFFALO CHICKEN WRAP \$13.99

CRISPY CHICKEN TOSSED IN BUFFALO SAUCE & BLUE CHEESE DRESSING W/

MIXED GREENS,
TOMATO & CRUMBLED
GORGONZOLA

GRILLED OR BLACKENED CHICKEN, CRISP
ROMAINE, CRUMBLED BACON & PARMESAN
CHEESE TOSSED IN CREAMY DRESSING

BLT WRAP \$10.99

CAPRESE WRAP \$9.99

CRISPY BACON, ICEBERG LETTUCE &
TOMATOES WITH MAYO

ADD CHICKEN \$3.99

BABY SPINACH, JUICY TOMATO, MIXED
GREENS & FRESH MOZZARELLA WITH BASIL
PESTO & BALSAMIC GLAZE

PHILLY CHEESESTEAK SUB \$13.99 THINLY
SLICED STEAK TOPPED WITH
PROVOLONE, MUSHROOMS, PEPPERS &
ONIONS

Homewood Big Rocco's Restaurant

Business Plan

Financial :- Startup/Yearly & Five Years Projections

START-UP COSTS				
Start Up Excels	March 1,2024			
COST ITEMS	MONTHS	COST/MONTH	ONE-TIME COST	TOTAL COST
Advertising/Marketing	6	\$1,000	\$10,000	\$16,000
Employee Salaries*	4	\$9,000	\$5,000	\$41,000
Employee Payroll Taxes and Benefits	4	\$300	\$300	\$1,500
Rent/Lease Payments/Utilities	4	\$750	\$2,500	\$5,500
Postage/Shipping	1	\$25	\$25	\$50
Communication/Telephone/internet	4	\$250	\$1,000	\$2,000
Computer Equipment		\$0	\$5,000	\$5,000
Computer Software	4	\$150	\$600	\$1,200
Insurance	4	\$1,250	\$5,000	\$10,000
Interest Expense		\$0	\$0	\$0
Bank Service Charges	4	\$0	\$250	\$250
Supplies		\$0	\$2,500	\$2,500
Travel & Entertainment		\$0	\$1,500	\$1,500
Equipment		\$0	\$250,000	\$250,000
Furniture & Fixtures		\$0	\$50,000	\$50,000
Property Improvements		\$0	\$350,000	\$350,000
Security Deposit(s)		\$0	\$2,500	\$2,500
Business Licenses/Permits/Fees		\$0	\$5,000	\$5,000
Professional Services - Legal, Accounting		\$0	\$1,500	\$1,500
Consultant(s)		\$0	\$1,500	\$1,500
Inventory		\$0	\$12,000	\$12,000
Cash-On-Hand (Working Capital)		\$2,000	\$10,000	\$12,000
Miscellaneous		\$0	\$2,000	\$2,000
ESTIMATED START-UP BUDGET				\$773,000

Please see the first-year projection of twelve years projection of first Year

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1-Mar-24

REVENUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Estimated Sales	\$30,000	\$32,000	\$35,000	\$40,000	\$42,000	\$45,000	\$50,000	\$55,000	\$60,000	\$65,000	\$60,000	\$50,000	\$564,000
Less Sales Returns & Discounts	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$350)	(\$4,200)
Service Revenue	\$0	\$0	\$0	\$0	\$0	\$250	\$350	\$100	\$0	\$0	\$1,245	\$1,360	\$3,305
Video Games Revenue	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$60,000
Net Sales	\$34,650	\$36,650	\$39,650	\$44,650	\$46,650	\$49,900	\$55,000	\$59,750	\$64,650	\$69,650	\$65,895	\$56,010	\$623,105
Cost of Goods Sold*	\$15,000	\$16,000	\$17,500	\$20,000	\$21,000	\$22,500	\$25,000	\$27,500	\$30,000	\$32,500	\$30,000	\$25,000	\$282,000
Gross Profit	\$19,650	\$20,650	\$22,150	\$24,650	\$25,650	\$27,400	\$30,000	\$32,250	\$34,650	\$37,150	\$35,895	\$31,010	\$341,105
EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	YTD
Salaries & Wages	\$8,500	\$2,500	\$3,500	\$5,000	\$5,000	\$5,000	\$8,000	\$9,000	\$9,000	\$9,000	\$9,000	\$9,000	\$82,500
Marketing/Advertising	\$600	\$450	\$450	\$450	\$900	\$900	\$900	\$900	\$900	\$900	\$1,200	\$1,200	\$9,750
Sales Commissions	\$1,500	\$1,600	\$1,750	\$2,000	\$2,100	\$2,250	\$2,500	\$2,750	\$3,000	\$3,250	\$3,000	\$2,500	\$28,200
Mortgage	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$30,000
Utilities	\$250	\$150	\$200	\$200	\$200	\$250	\$250	\$250	\$200	\$200	\$250	\$250	\$2,650
Website Expenses	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$175	\$225	\$225	\$2,200
Internet/Phone	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$110	\$1,320
Insurance	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$165	\$1,980
Travel	\$100	\$0	\$0	\$250	\$0	\$0	\$0	\$0	\$675	\$800	\$0	\$0	\$1,825
Legal/Accounting	\$1,200	\$0	\$0	\$450	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$250	\$2,400
Office Supplies	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$1,500
Interest Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$15,225	\$7,775	\$8,975	\$11,425	\$11,275	\$11,975	\$14,725	\$15,975	\$16,850	\$17,225	\$16,575	\$16,325	\$164,325
Income Before Taxes	\$4,425	\$12,875	\$13,175	\$13,225	\$14,375	\$15,425	\$15,275	\$16,275	\$17,800	\$19,925	\$19,320	\$14,685	\$176,780
Income Tax Expense	\$354	\$1,030	\$1,054	\$1,058	\$1,150	\$1,234	\$1,222	\$1,302	\$1,424	\$1,594	\$1,546	\$1,175	\$14,142
NET INCOME	\$4,071	\$11,845	\$12,121	\$12,167	\$13,225	\$14,191	\$14,053	\$14,973	\$16,376	\$18,331	\$17,774	\$13,510	\$162,638

Homewood Big Rocco's Restaurant

Business Plan

Projection First 05 Years Sales & Expenses

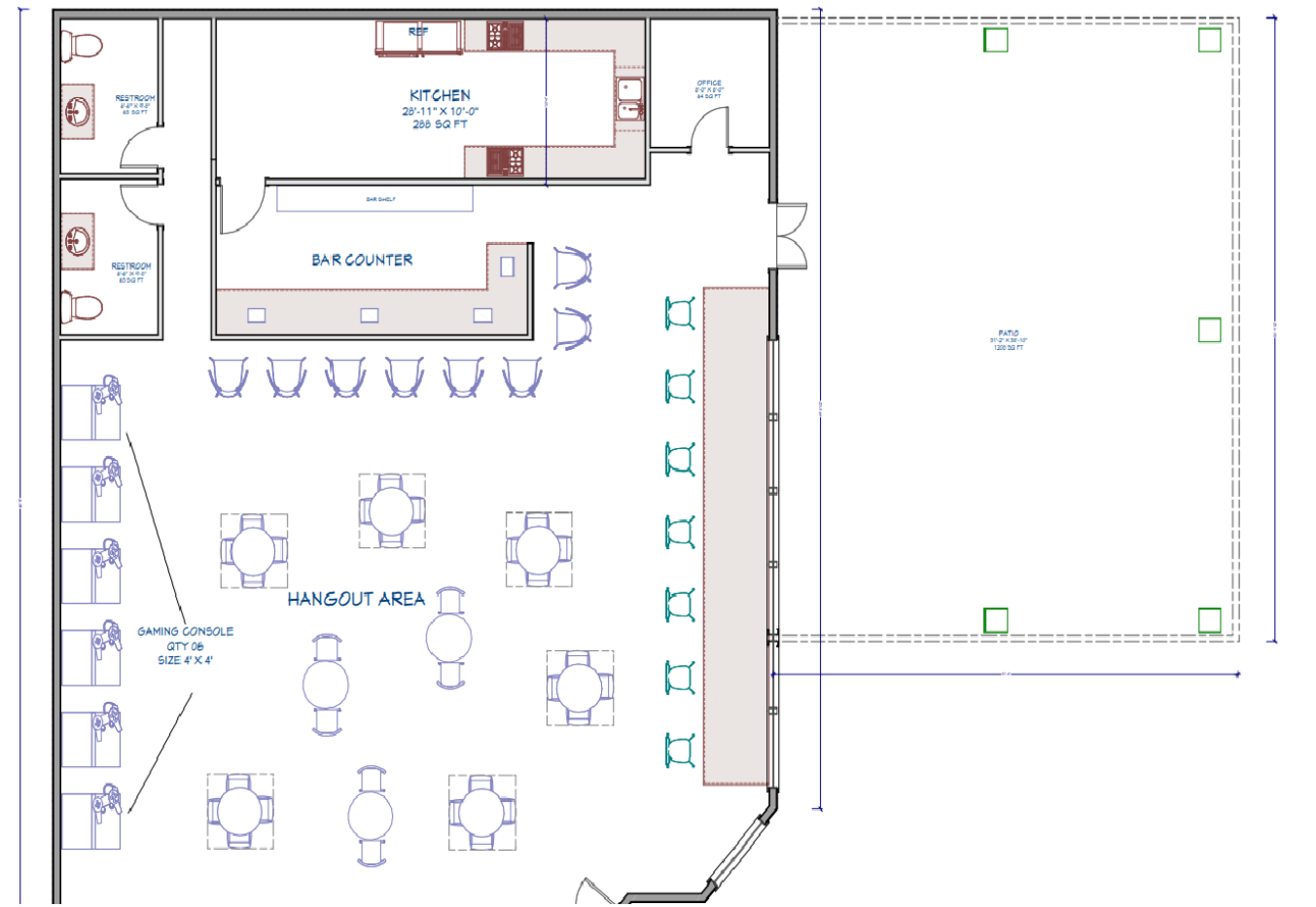
3/1/2024-3/1/2025-03/01/2026-03/01/2027-03/01/2028

REVENUE	2025	2026	2027	2028	2029
Estimated Sales	\$564,000	\$676,800	\$812,160	\$974,592	\$1,169,510
Less Sales Returns & Discounts	(\$4,200)	(\$5,040)	(\$6,048)	(\$7,258)	(\$8,709)
Service Revenue	\$3,305	\$3,966	\$4,759	\$5,711	\$6,853
Video Games Revenue	\$60,000	\$72,000	\$86,400	\$103,680	\$124,416
Net Sales	\$623,105	\$747,726	\$897,271	\$1,076,725	\$1,292,071
Cost of Goods Sold*	\$282,000	\$338,400	\$406,080	\$487,296	\$584,755
Gross Profit	\$341,105	\$409,326	\$491,191	\$589,429	\$707,315
EXPENSES	JAN	FEB	MAR	APR	
Salaries & Wages	\$82,500	\$99,000	\$118,800	\$142,560	\$171,072
Marketing/Advertising	\$9,750	\$11,700	\$14,040	\$16,848	\$20,218
Sales Commissions	\$28,200	\$28,200	\$28,200	\$28,200	\$28,200
Mortgage	\$30,000	\$31,500	\$33,075	\$34,729	\$36,465
Utilities	\$2,650	\$2,915	\$3,207	\$3,527	\$3,880
Website Expenses	\$2,200	\$2,420	\$2,662	\$2,928	\$3,221
Internet/Phone	\$1,320	\$1,452	\$1,597	\$1,757	\$1,933
Insurance	\$1,980	\$2,178	\$2,396	\$2,635	\$2,899
Travel	\$1,825	\$2,008	\$2,208	\$2,429	\$2,672
Legal/Accounting	\$2,400	\$2,640	\$2,904	\$3,194	\$3,514
Office Supplies	\$1,500	\$1,650	\$1,815	\$1,997	\$2,196
Interest Expense	\$0	\$0	\$0	\$0	\$0
Total Expenses	\$164,325	\$185,663	\$210,904	\$240,804	\$276,269
Income Before Taxes	\$176,780	\$223,664	\$280,287	\$348,625	\$431,046
Income Tax Expense	\$14,142	\$17,893	\$22,423	\$27,890	\$34,484
NET INCOME	\$162,638	\$205,770	\$257,864	\$320,735	\$396,562

Homewood Big Rocco's Restaurant

Business Plan

Basic Floor Plan:-



Homewood Big Rocco's Restaurant

Business Plan

3D Floor Plan:-

