



1. Executive Summary

Tequila is a family-friendly, festive restaurant located in Homewood, Illinois, designed to offer a culinary experience that connects diners with the roots of Mexico through authentic flavors and a lively celebration atmosphere. At Tequila, guests don't just enjoy a meal, they are transported to a traditional Mexican party, where the flavors and traditions of different regions of Mexico come together to create an unforgettable experience.

Tequila offers a complete menu that includes breakfast, lunch, and dinner, featuring signature dishes from various regions of Mexico. Each area of the country is represented by a special dish, allowing diners to embark on a culinary journey across Mexico. From high-quality meat cuts to the freshest seafood, Tequila is committed to offering fresh and authentic ingredients that capture the true essence of Mexican cuisine.

The atmosphere at Tequila is complemented by festive presentations like the mini bulls (toritos), where small bull-shaped displays run through the restaurant carrying shots of tequila, creating an exciting and fun atmosphere. We also feature flights (aviones), small airplane-shaped trays that hold multiple drinks or shots, enhancing the celebratory experience. These elements make Tequila the perfect destination for family celebrations, birthdays, and corporate events. In addition, we offer custom birthday cakes for special celebrations, which can be ordered in advance to ensure that each event is personalized and memorable, with the Tequila team singing and serving tequila to guests for a great time.

1. Mission and Vision

- **Mission:** Tequila is committed to connecting diners with the authentic flavors and traditions of Mexico, offering a festive, family-friendly atmosphere where every visit is a culinary and cultural journey through Mexico's diverse regions.
- **Vision:** To be the top destination in Homewood for families and friends seeking an authentic Mexican experience, known for our quality food, festive atmosphere, and our ability to host unforgettable celebrations that connect people with Mexican culture.

1. Unique Value Proposition

Tequila stands out as a family-friendly restaurant that offers more than just food; it provides a complete experience where customers can enjoy the authentic flavors of Mexico while being part of lively celebrations. Our key differentiators include:

- **Authentic Regional Cuisine:** Our diverse menu features dishes from different regions of Mexico, including high-quality meat cuts, fresh seafood, and traditional dishes that allow our customers to travel through Mexico without leaving their table.
- **Festive Presentations:** With the mini bulls (toritos) and flights (aviones), our drinks are served in a unique and entertaining way, adding excitement and fun to every meal.
- **Personalized Celebrations:** We specialize in organizing family celebrations, from birthdays to gatherings, offering custom cakes and dedicated attention to ensure that every event is special and unforgettable.
- **Freshness and Quality:** At Tequila, we are committed to using fresh, high-

quality ingredients to ensure that every dish retains its authentic flavor and remains true to Mexican traditions.

- **Family-Friendly and Festive Atmosphere:** Our restaurant is designed to welcome families and groups of friends, creating a space where everyone can enjoy Mexican culture in a safe, warm, and joyful environment.

1. Market Analysis

1. Local Market Overview

Tequila will be located in Homewood, Illinois, a diverse and growing community with an increasing interest in authentic and cultural dining experiences. Homewood's residents have shown a strong tendency to support local businesses, particularly those that offer unique culinary experiences in family-friendly environments. Although a smaller town compared to larger cities, Homewood provides a solid market for a restaurant concept like Tequila, which combines high-quality food with a festive and family-oriented atmosphere.

1. Demographics and Customer Profile

Tequila targets a diverse clientele that values both culinary authenticity and a welcoming, festive environment. The main customer segments for Tequila include:

- **Local families and nearby residents:** Homewood is known for being a familycentric community, making Tequila an ideal destination for families looking for high-quality meals

and a space to celebrate special events like birthdays in a safe and friendly environment.

- Young adults and professionals: This segment includes young professionals and adults seeking a social venue to celebrate special occasions like birthdays or corporate gatherings in a festive atmosphere that offers something beyond the typical restaurant experience.
- Local tourists: While Homewood may be a smaller town, it attracts visitors from surrounding areas, especially those looking for authentic cultural and culinary experiences. Tequila, with its focus on traditional Mexican cuisine and festive presentations, will attract both local tourists and visitors who want a unique dining experience.

1. Competitor Analysis

Tequila will compete with a variety of Mexican and international cuisine restaurants in the area. However, it will stand out by offering much more than just food. The mini bulls (toritos) running through the restaurant with tequila shots and the flights (aviones) delivering drinks in a fun and interactive way will bring a new level of excitement to the dining experience.

While other restaurants in the area may serve Mexican food, Tequila will be the only one that integrates a full festive experience alongside its high-quality dishes. The emphasis on fresh ingredients, including premium cuts of meat and fresh seafood, will give Tequila a competitive edge in terms of both quality and experience.

1. Positioning Strategy

1. Value Proposition

Tequila will position itself as the go-to destination for those seeking an authentic Mexican experience combined with a family-friendly and festive atmosphere. The value proposition is clear: Tequila offers more than just high-quality food; it provides an immersive experience that transports guests to a Mexican celebration. With fresh, authentic dishes from various regions of Mexico and an unmatched festive environment, Tequila will become the top choice for families, friends, and corporate gatherings.

1. Marketing Strategies

To position Tequila as the preferred restaurant in Homewood, we will implement several marketing strategies focused on highlighting the unique experience we offer. These strategies include:

- Social media presence: Platforms such as Instagram, Facebook, and TikTok

will be key for sharing photos and videos of our festive presentations, such as the mini bulls (toritos) and flights (aviones), as well as birthday celebrations and special events. Tequila will stand out with

strong visual content that will attract families and young adults looking for a one-of-a-kind experience.

- Opening events and themed promotions: We will organize special events for the grand opening and continue with monthly themed events, such as Mexican holidays (e.g., Día de los Muertos, Mexican Independence Day) and special family offers. These activities will not only draw in local customers but will also create a sense of community and brand loyalty.
- Collaborations with local influencers and bloggers: We will engage local influencers and food bloggers to share their experiences at Tequila, helping generate positive word-of-mouth and expanding our reach within the community and beyond.

1. Customer Experience

The core of Tequila' strategy will be focused on providing an exceptional customer experience. We will ensure that every guest, whether they come for a casual dinner or a major celebration, enjoys a personalized and festive experience. From the restaurant's décor to the delivery of drinks via mini bulls (toritos) and flights (aviones), everything will be designed to surprise and delight our customers, creating memorable moments.

1. Customer Loyalty

To foster long-term customer loyalty, we will implement the following strategies:

- Loyalty program: We will create a rewards program for repeat customers, offering exclusive discounts and benefits, particularly for those who book celebrations and events at Tequila.
- Family event reservations: Tequila will offer exclusive personalized reservation services for family celebrations, allowing customers to plan every detail in advance to ensure a perfect experience.

1. Financial Projections

1. Initial Investment

The initial investment required to open Tequila, based on the data provided by Materialize Construction Services Inc., includes the following costs:

- Excavation and concrete foundation: \$250,000
- Concrete floor: \$85,000
- Structural columns, beams, and roof: \$200,000
- Aluminum windows and doors: \$125,000
- Non-combustible framing: \$100,000
- Plumbing (hot, cold, waste lines & new service): \$85,000
- Electrical (piping, wiring, and electrical service): \$75,000
- HVAC (ductwork & rooftop units): \$85,000
- Interior finishes (flooring, ceramic, and tiles as needed): \$225,000
- Kitchen equipment (hoods, exhaust, etc.): \$125,000
- Fire alarm: \$35,000
- Fire sprinkler system: \$125,000
- Parking lot: \$225,000
- Landscaping: \$65,000
- Furniture (tables, chairs, decor): \$155,000

Total investment: \$2,335,000

This breakdown reflects the construction and equipment costs necessary to open Tequila.

1. Revenue Projections

Based on the revenue projections from the financial statement provided, the estimated revenues for Tequila over the next 5 years are as follows:

- 2026: \$4,359,086
- 2027: \$4,857,077
- 2028: \$5,412,122
- 2029: \$6,030,763
- 2030: \$6,720,294

1. Cost of Goods Sold (COGS)

The cost of goods sold (COGS), which includes food, alcohol, and direct labor costs, are estimated as follows:

- 2026: \$2,607,374
- 2027: \$2,851,492
- 2028: \$3,120,767
- 2029: \$3,417,935
- 2030: \$3,746,039

1. Gross Margin

Tequila' gross margin is projected as follows over the next five years:

- 2026: 40%
- 2027: 41%
- 2028: 42%
- 2029: 43%
- 2030: 44%

1. Operating Expenses

Operating expenses, including salaries, marketing, general and administrative expenses, depreciation, and amortization, are as follows:

- 2026: \$1,401,166
- 2027: \$1,453,542
- 2028: \$1,532,645
- 2029: \$1,621,070
- 2030: \$1,720,110

1. Pre-Tax Income

Pre-tax income is projected as follows:

- 2026: \$350,546
- 2027: \$552,044
- 2028: \$758,710
- 2029: \$991,757
- 2030: \$1,254,145

1. Income Tax

The estimated income tax is:

- 2026: \$70,109
- 2027: \$110,409
- 2028: \$151,742
- 2029: \$198,351
- 2030: \$250,829

1. Net Income

The projected net income for Tequila is:

- 2026: \$280,437
- 2027: \$441,635
- 2028: \$606,968
- 2029: \$793,406
- 2030: \$1,003,316

1. EBITDA

Earnings before interest, taxes, depreciation, and amortization (EBITDA) are projected as follows:

- 2026: \$823,716
- 2027: \$1,002,350
- 2028: \$1,204,231
- 2029: \$1,431,991
- 2030: \$1,688,539

1. Operations and Management

1. Operational Structure

Tequila will have a well-structured team to ensure quality in both the kitchen and customer service. The team will be divided into the following key areas:

- **Kitchen:** Led by a head chef with experience in traditional Mexican cuisine. The team will include assistant chefs and specialized staff for meat and seafood preparation.
- **Customer Service:** The team of waitstaff and support staff will be trained to offer personalized, attentive service, ensuring that each guest has a memorable experience.
- **Management:** The restaurant manager will be responsible for overseeing daily operations, managing inventory, coordinating special events, and maintaining financial control.

1. Event Management

Tequila will specialize in managing family and corporate events. Customers booking special events, such as birthdays or family gatherings, will receive personalized service. The event management

team will handle every detail to ensure an unforgettable celebration.

1. Quality Control

The head chef and the kitchen team will maintain strict quality controls to ensure that every dish is fresh and authentic. The service team will monitor customer satisfaction to ensure that Tequila delivers an exceptional dining experience.

1. Expansion Plan

As Tequila establishes itself as a popular destination in Homewood, we will explore opportunities to expand the business through additional locations or catering services for private and corporate events.

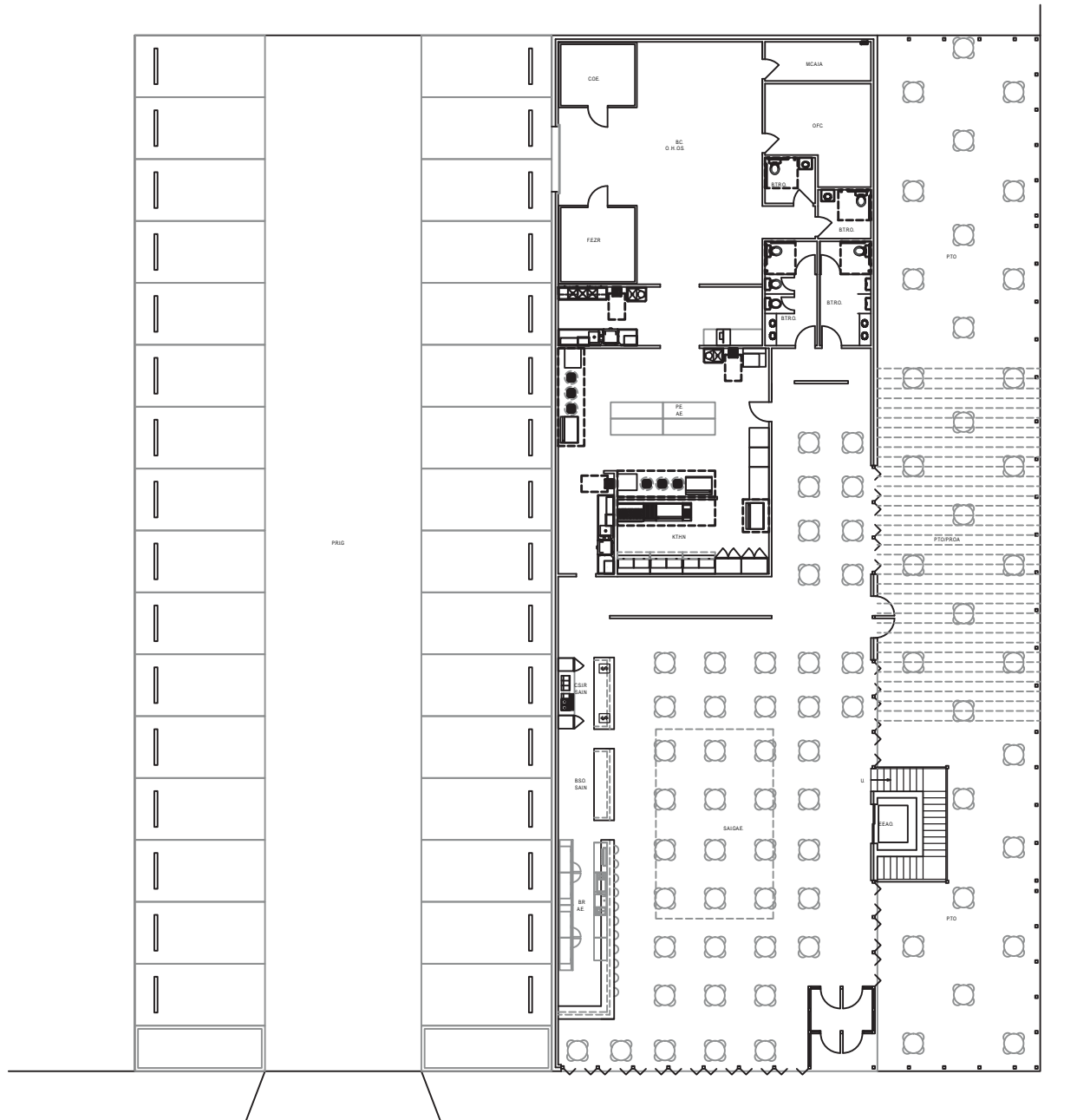
9. Conclusion

Tequila is more than just a restaurant; it is a unique, festive dining experience that transports customers to the heart of Mexican culture. By combining authentic regional dishes, high-quality ingredients, and an immersive celebratory atmosphere, Tequila stands out as a destination for families, friends, and businesses seeking a memorable experience.

The financial projections demonstrate that Tequila has a solid foundation for profitability, with a growing market in Homewood and surrounding areas. The restaurant's ability to offer personalized events, high-end dining, and consistent quality gives it a competitive edge.

We are confident that with the backing of strategic investment, Tequila will not only meet but exceed its financial targets. The combination of a dedicated team, robust operational management, and a strong marketing strategy positions Tequila for long-term success and scalability. We invite you to join us in bringing this vibrant, one-of-a-kind dining concept to life and becoming part of its success.

Www.JoaquinAnguiano.com



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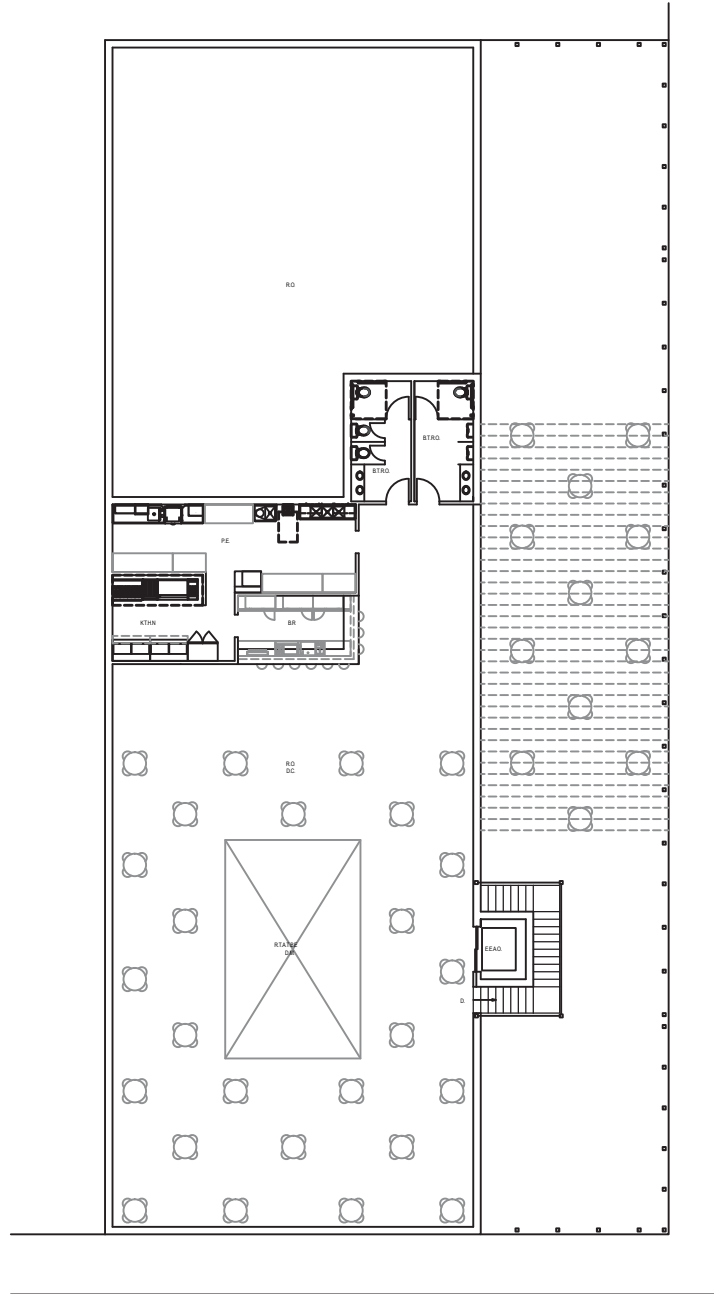
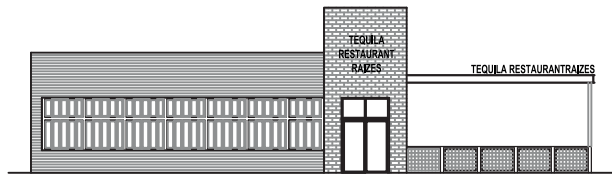
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