

# **BUSINESS PLAN**

## **Introduction**

First of all, I would like to thank you Village of Homewood for consideration about my location wine bar & video gaming. Ronakkumar Patel have been a very successful business owner for the past 10 years. I own and operate two stores one in Frankfort & Homewood. I am very interested in expanding my business venture to include a wine & microbrew beer bar with packaged foods and video gaming. I have researched several municipalities and trust that Homewood will be a good fit.

## **Business Sector**

"R & J Wine & Gaming Inc. would like to start a business in the beverage, gaming, food, entertainment, and recreation sector.

## **Company Management Structure**

Ronakkumar Patel is the sole owner of the business. I will be overseeing the day to day operations of the establishment and we will be hiring local personal to ensure that all guests have a great and relaxing experience. The management will be readily available and involved in all decision making. Operating hours will be Monday to Thursday 10 Am to 10 Pm, Friday – Saturday 10 Am to 11 Pm, Sunday 10 Am to 10 Pm.

## **Organizational Timeline**

Upon approval of licensing from the municipality and state, we plan to proceed to build out at the location which was selected and approved. During this process we will continue to go through the hiring process as well. We hope to be open for business within 30 days of receiving all licenses.

## **Marketing Plan**

Our target market is set for middle-aged adults to seniors who enjoy our concept. We are intending to appeal to most of the town with the wide of variety of local / imported wines and microbrew beers. Including wine tasting events on weekends, as well monthly wine club membership. At our bar you can buy wine by a glass and take a sip or you can buy bottle at retail price and enjoy. We will offer food from local restaurant like cilantro, Aurlios pizza, Riviera Tacos etc. We will also offer Authentic Indian foods Veg. Samosas, Panner Pakora, Veg. Pakoras, and Puffs etc. We will also offer soft drinks, Lassi, Hot Masala tea, Juice.

Municipality share of the revenue generated from gaming can contribute greatly to the municipality which can be used for those expenditures that might otherwise not

have been budgeted for. Municipality share of the revenue can assist with Schools, Parks, city beautification, etc.

### **Location Analysis**

We will look to be in a location that has good exposure to the public on high traffic roads. We like to have our wine bar & gaming at Southgate plaza where used to be barber shop or pooch parlor.

### **Pricing**

Our menu will be priced moderately.

### **Advertising**

We plan to advertise on our store front, via mailers, and social media to reach all patrons in town.

Sample “mockup” of what the establishment may look like. Layout may differ depending on the square footage and floor plan of the establishment, as well as municipality requirements.



AERIAL VIEW



FRONT ENTRANCE VIEW