

April 24, 2023

Happiest of Monday's Mr. Rich Hofeld ,Mayor/Liquor Commissioner . My name is Aisha Robinson, I am the owner of K.I.S. SOUL FOOD and CATERING INC. I'm writing this letter per our conversation Saturday April 22, 2023 to request a liquor license for my restaurant at 18201 Dixie Highway Homewood, Il.( potential location). As I stated during our meeting, I desire to have a Restaurant that serves cocktails . Not only would it be a great asset , it will allow me to maximize my income and afford me to pay my employees competitive wages. It was a pleasure speaking with you and taking a trip down memory lane was an added bonus. Thank you for your time and consideration. I look forward to working with you and the Village of Homewood for years to come.

Aisha Robinson

**KIS RESTAURANT  
BUSINESS PLAN**

**PREPARED BY:  
AISHA ROBINSON**

**KISSOULFOOD@GMAIL.**

## *EXECUTIVE SUMMARY*

This business plan outlines the launch of an upscaled full service restaurant . The venture will require \$100,000 or more to start -up. We expect K.I.S. Restaurant to generate positive net earning by the 3rd month of first years operations. This Black owned business is owned by a Woman and operated with the help of her husband and adult children. Husband and wife have been together 14 years and have experience in Managing 2 successful upscaled banquet hall known as The Dorchester ,( Dolton ,Il.) and Signature Banquets (Markham, Il.)

Positioned as a high-value experience ,with freshly prepared meals ranging from \$12-\$30 per person. We Plan to cater to all families, singles and business clientele. K.I.S. has several key advantages, very few Black owned competing Restaurants are located in the same geographic area. With the African American community making up of Homewood population at 47.11% (Neighborhood Scout Review) A Dine -In soul food restaurant would make a great addition to the Homewood's community.

K.I.S. Aims to connect Chicagoland and South suburb areas to a fine dining experience the same way ingredients are connected to food. As the only Soul food restaurant in Homewood Il. We intend to enhance and educate the palate with the freshest ingredients and flavors while surprising each guest with exemplary service and live entertainment (Band daily). K.I.S. will continue their love for community service with annual food give away, coat and toy drives for but not limited to Homewood community.

Due to any pandemic restrictions that could possibly come about, it is our goal to enforce any and all guidelines given to us from the state of Illinois and the City of Dolton. We will showcase our exemplary skills in Banquets as hostesses and caterers, which we have successfully done for many years. This will give us an opportunity to continue to serve the 1,500 followers (Facebook) that we have accumulated over the last 12 years. This phase will complete our business venture as we will adapt to our slogan; LET US SEAL YOUR EVENT WITH A KIS👏

# ***BUSINESS DESCRIPTION***

## **GENERAL**

Name: K.I.S. SOUL FOOD AND CATERING INC.

Address: Homewood, Il (potential location)

Mailing Address:

phone

Email address KISSOULFOOD@GMAIL.COM

## **OWNER**

Aisha Robinson 45 years old Owner/Founder

Married to Loren Robinson, parents of 4 adult children. Aisha and her family has experience managing, booking, Catering and Illinois gaming for The Dorchester Banquets , Giovanni's Catering Inc. Signature Banquets and K.I.S .SOUL FOOD AND CATERING INC. This well known family has been in the food and banquet Industry for over 15 .years

Legal Status: Illinois C Corporation

Status: Expanding (incorporated April 3, 2019)

Business Type: Restaurant and catering

## **PRODUCTS AND SERVICES**

The company's primary product is "Soul Food".

I chose to specialize in soul food because it has a rich and important history that ties Black Culture to our African roots. That history is deeply reflected in my recipes and techniques.

Soul food and Brunch will be prepared fresh and served daily. The authentic menu contains ; assorted greens, cornbread dressing, mac n cheese, baked chicken, shrimp grits, Salmon Croquettes, Fried Green Tomato and pot roast just to name a few. There will also be meatless options available to accommodate vegetarians. Fried Entrees will be cooked to order while pre cooked food will be kept warm via steam table and warming cabinets.

We will provide outside Catering as well as indoor private catering. Full service dinning ,takeout and Delivery.

First-rate service is intended to be the focus of the company and a cornerstone of the brand's success. All client's will receive conscientious ,one-on-one ,timely service in all capacities, be they transactions conflicts or complaints. This is expected to create a loyal brand following and return business.

K./S will provide a clean , safe, sanitized Dine-in environment, speedy take out orders and efficient deliveries.

## *OPERATIONS AND LOCATIONS*

K.I.S will operate as a full-service, upscaled restaurant , including dine-in, carry-out and private catering . Hours of operation; weekly 11am-9pm, weekend 11am-11PM . We plan to accept debit/credit card as well as cash payments. K.I.S Soul food and catering will amplify the restaurant experience by providing a safe, friendly atmosphere that both supports and enhances the Homewood community.

K.I.S has accounts with Restaurant Depot, GFS , Webstaurant, Amazon, Sam's Club , Comcast Business and MIB Technology. We will continue to purchase our supplies and equipment from these reputable companies.

The potential location of K.I.S RESTAURANT is in Homewood, Il. Easy accessible, this location is less than 3 mile from I294 and not far from I57. Which is centrally located between the City of Chicago and South Suburbs.

## *INDUSTRY*

There are 2 restaurants within a 5 mile radius that serve Brunch but none that serve Soul Food. K.I.S. Restaurant will add that extra wow factor with our dynamic servers and awesome hospitality. As we plan to serve BRUNCH and SOUL FOOD accompanied with soft tunes of Local Live Bands to add the cherry on top. We will create the ultimate atmosphere!

# PURPOSE

K.I.S intends to provide the Village of Homewood with a nice Restaurant where the residents can sit down , break bread and enjoy a great meal and enjoy our Signature Cocktails with family and friends.

# GOALS

## 1- YEAR PLAN:

- Operate full-service Restaurant for Brunch and Dinner
- Host private events for the general public (20-100 guests)
- Offer live entertainment including bands, comedians, disc jockeys, with dining
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## 3 -YEARPLAN:

- Host events to revitalize the community after the impact of COVID on the restaurant industry
- The creation of a Homewood Fashion Week in conjunction with local retailers and up and coming fashion designers

## PROJECTED EXPENSES AND REVENUE:

- Start Up Cost (Including rent, equipment, supplies, etc): \$100,000
- Marketing: \$10,000
- Monthly Expenses: \$10,000-\$15,000
- Monthly Revenue (projected): \$40,000

# *K.I.S Marketing Strategy*

## The Four PS Of Marketing

**Product** - K.I.S products hold many benefits. There is a high demand for tasty food. Our business is very local and pays close attention to the wants and needs of our potential clients. One major benefit you will gain from purchasing our product over the competition is Love , Here we seal everything with a K.I.S. Each product is simply prepared with love and care from us to our clients. We will have a family type of atmosphere. Our customers love meals that seem just like home but taste a little better. K.I.S target market will not only be mature but will also be of age. We are targeting middle class married couples with a family. We are not bias of any kind , we except everyone just how they are and who they want to be is just fine with us. There are many companies and business that K.I.S is on working with in the near future ,just haven't narrowed them down to a core team. This is not a seasonal Business , K.I.S will be open all year around throughout each season.

**Price** - in The Village of Homewood Illinois, there is no restaurant within a 5 mile radius that offers the skill and food like K.I.S. Our prices will be very affordable for a good time and a full tummy. Our dinner specials will range from \$12-\$30 per person. With this range we'll plan to maintain our crowds at a respective rate. Our prices for the products we have to offer will catch the eye of a family looking to catch a quick well prepared meal made exclusively for them with a pinch of love. We chose these prices only because we believe in our products and will guarantee top notch service.

**Place** - K.I.S. has been around for quite some time now, roughly 12 years. Our products and services speaks for themselves. Introducing the new restaurant will bring joy to the south suburbs as a whole.

**Promotion** - Creating awareness for our services and products has been one of our many strong suits. Our Number one marketing base comes from our Facebook page that was created many years back that formulated roughly 1,500 clientele that also holds a 5-star rating from reviews. Majority of our jobs will be posted for the public eye after we finish up an event. Our second line of marketing (promotion) will be our new Instagram. Within this app you will find fine dinning photos and videos with feedback from out patrons. Word around town goes fast when the products and services are top tier and the price is right. In fact there was an article written and published in the CHICAGO DEFENDER about the owner and head chef of K.I.S Mrs. Aisha Robinson that brought a great buzz for the up and coming exquisite restaurant. **"NEW RESTAURANTEUR Aisha Robinson Plans To Bring Some Soul To The**



**South Suburbs With K.I.S Restaurant" (Kimberly Durden ,Jan. 21st 2021).**  
In the near future K.I.S plans to launch a YouTube channel that focus on real life with the K.I.S family.

# *MANAGERS AND EMPLOYEES*

KIS RESTAURANT will have 3 departments:

1. Operations- Cooks, waiters /waitresses, bartenders, delivery drivers, etc.
2. Sales and Marketing- Customer service reps. Social media upkeep, branding, promotions , advertising and printed material.
3. Finance- Book keeping, inventory. Daily, monthly, quarterly and annual reports.

## **OPERATIONS MANAGER**

Loren and Aisha Robinson(owner, 15 years experience)

## **SALES AND MARKETING MANAGER**

Cantrell Davis (3 years experience)

Ania Dukes (4 years experience degree in graphic designs)

## **FINANCE MANAGER**

Karmen Taylor (36 years experience at CPS)