

## *Business Plan*

# Crab Bagz



Paris Walker  
Owner  
Crab Bagz  
18681 Dixie Highway  
Homewood, IL 60430  
PH.: 708-813-0651  
FAX: 708-277-2121  
Email: [crabbagz2015@gmail.com](mailto:crabbagz2015@gmail.com)  
Website: [www.crabbagz.com](http://www.crabbagz.com)

# **Contents**

Executive Summary

Company Overview

Location

Menu Items

Marketing Plan

Operations

Leadership

# Executive Summary

Crab Bagz was created in the kitchen, August 2015, by sisters, Paris Walker and Kimmyatta Thurmon. After months of testing different recipes, they narrowed down a mouthwatering masterpiece that was sure to take the world by storm. They decided to have a “Crab-A-Ganza” where they invited their close friends and family over for a taste test to get their reactions and vote on which sauce was boss! Everyone was amazed by the succulent taste of the now, well loved flavors. They decided to rent commercial kitchen space to prepare seafood boil. Due to great customer service, professional food preparation, expedient food delivery, and their unique appearance, Crab Bagz’s customer base grew at an exponential rate.

Crab Bagz continued to hit record numbers and outperform expectations. This has now led to the pursuit of a restaurant where customers could come to and enjoy great service in a family friendly environment that is welcoming and enjoyable. We have grown from sharing a commercial kitchen, to enthusiastically pursuing our very own first brick and mortar located in Homewood, IL. Our facility is a restaurant that has the ability to transcend seasons, allowing patrons to experience Crab Bagz all year round.

Crab Bagz will be open to the public for lunch and dinner, 5 days a week and eventually move to 7 days. We welcome all seafood lovers to come have a seat at our table and enjoy a messy, mouthwatering, well seasoned seafood boil.

# Company Overview

Crab Bagz is a new up and coming restaurant in Homewood. Our customers raved about our sauces and seasonings. They can't wait to enjoy it again! From our core recipe, we developed flavors to appeal to those who have taste buds ranging from mild to ghost pepper hot.

We witnessed growth and a high customer return rate. 86% of our customers called to reorder within 14 days. In the ever so fast paced world of social media, we realized the importance of creating a Facebook and Instagram account where we could quickly get our name out to the public. A vast majority of our customers found out about us from internet sources and word of mouth.

At our new location, upon entering, customers will be greeted and invited to place their orders and then escorted to a table, where they will have their drink orders taken while they wait for their food to be served.

We were the first in our service area to introduce the concept of delivering seafood boil to the front doors of our customers. We will continue to have delivery as an option.



## **Location**

Crab Bagz is located on the corner of 187th and Dixie Highway, in Homewood, IL. The Village of Homewood is a diverse neighborhood, with over 18,000 residents, where families are offered various opportunities to enjoy family friendly venues. The owner being a Homewood resident, she anxiously awaits the opportunity to do her part and add a cool restaurant, as an extension to this diversified market.

## **Menu Items**

Current menu is subject to change, to add additional food options, upon opening of new location menu offers customers the option of:

-1LB Snow Crab Legs

-Half & Half

mix of ½ pound of snow crab legs and ½ pound of shrimp

-1LB Shrimp

Each bag comes with a potato, corn on the cob, broccoli and andouille sausage. Customers have the option to substitute any side for another.

\*See Sample Menu Below



# Crab Bagz



**872-529-BAGZ (2249)**

## **STEP 1: PICK YOUR BOIL**

*(COMES W/ CORN, POTATO, ANDOUILLE SAUSAGE)*

*1 lb. of Shrimp - \$20*

*1/2 lb. of Crab Legs & 1/2 lb. of Shrimp- \$25*

*1 lb. of Snow Crab Legs - \$30*

## **STEP 2: CHOOSE YOUR FLAVOR**

*Original (Mild)*

*Chipotle (Hint of Spicy)*

*Fiery (Spicy)*

*Ghost (Hot)*

## **STEP 3: DELIVERY TIME**

*Schedule delivery*

## **APPETIZER**

*Shrimp & Cheesy Grits - \$7*

## **WANT EXTRA?**

*1/2 lb. Snow Crab Legs - \$10*

*1/2 lb. Shrimp - \$7*

*Corn on the Cob \$2*

*Potato \$1*

*Andouille Sausage \$2*

*Butter Sauce - \$1*

\* Prices subject to change based on market rate

# Marketing

- Social Media Platforms
  - IG: Crag\_Bagz*
  - FB: Crab Bagz*
- Mailed coupons to surrounding residents
  - Radio Ads
  - Local Newspaper Ads

Via Crab Bagz social media platform, customers have made comments such as:

“Crab bagz was on hit yesterday! I’m so proud of you.”

“Kanji, Khalia, and Nedra absolutely loved the crab bagz. They are eating like they’ve never eaten before. Thank u I will be placing an order for next week as well.”

“Food was delicious, we enjoyed every bit of it. I will be calling again.”

“Love the on time delivery!”

I'm a little late on posting but we sure did love our crabbagz!  
It was the highlight to our evening! :) #crabbagz  
#tasteyfingers #delicious



59 Likes 6 Comments

# Operations

Paris Walker will manage the restaurant, with additional managers being brought on approximately 3 months after opening. Paris will take on the duty to continue developing the operation manual, hiring, training and managing staff. Marketing and Advertising will be executed by a marketing team. Financial Management and Expansion will be overseen and executed by Paris Walker.

The plan includes approximately a 75 seat capacity with additional space in the bar and lounge area. To host this capacity, we plan to hire 15 – 25 part-time and full-time employees.

Host: 2 – 3

Servers/Staff: 3 – 5

Bar Managers: 3

Bartenders: 3 – 5

Cooks/Prep/Dishwashers/Janitorial: 8 -12

Crab Bagz will be open and gradually increase hours of operation depending on demand. In the beginning months, days and hours of operation will be Tuesday-Saturday 11am-9pm.

Our goal is to eventually open 7 days a week, with operation hours from 11am – 9pm Sunday through Thursday, and 11am – 11pm Friday and Saturday. As an additional source of revenue, catering and delivery service will be added in the future.



# Leadership



## ***Meet Paris Walker***

- Owner and Founder of Crab Bagz LLC.
- Homewood resident for 9 years
- Bachelor's Degree in Liberal Studies
- Masters Degree in Education
- Educator for 13 years: *Classroom teacher for 10 years, Administrator for 4 years*
- Owner of ZMZ Investments Inc.
  - Certified WMBE (Women Minority Business Enterprise) with the State of Illinois*