**Joe’s Burgers**

Joe Burgerton, Owner

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**Executive Summary**

**Joe’s Executive Summary**

Our goal is to open and operate **Joe’s Burgers**, a small take-away restaurant that is family-run, in New York City. Our burger shop will be unique in that we will be the only restaurant of its kind to sell **100% meatless burgers, without sacrificing taste**. We aim to create an entirely sustainable burger and foodservice business.

The vegetarian foodservice market is changing. Health conscious diners are seeking mainstream options in healthy variations, and expecting the same (or better) flavors. We’ve found from running a pop-up food stall at the Journey Market for the last 4 months that by using our skills as chefs and our passion for sustainable food, we can create delicious take-away meals that are above par in flavor and nutrition.

**Joe Burgerton** is a chef, with a varied culinary background. He began his career as a dishwasher at the age of 15 in a local pub. By the time he was 18 he had made his way to second-in-command. He left to attend The Culinary Institute of America. Once finished his schooling, he left for Japan to work at a series of Ramen shops, returning to the US and working at Dan Barber’s Blue Hill Farms, where he developed a passion for sustainability and vegetarian fare.

Josephine Burgerton trained as a chef at Le Cordon Bleu, and chose to pursue restaurant management. She has 11 years of experience running and managing full it is you do that makes you unique. service restaurants in New York City. We are currently seeking **$75,000** in startup funding in addition to our personal investment of $25,000. These funds will be used to state secure a location, purchase kitchen equipment, and for initial operating expenses.

**Business Overview**

**Legal Name of Business**  
Joey Foodservice Company

**Trade Name of Business** (Doing Business As)  
Joe’s Burgers

**Business Address or Potential Business Address**  
TBD

**Current Mailing Address**  
123 Joey Street  
New York City, USA,  
12345

**Phone Number**  
(555) 888 7777

**Email**  
joe@joesburgers.com

**Website**  
Joesburgers.com

**Social Media Names**  
Twitter, Instagram: @joesburgerjoint  
Facebook: facebook.com/JoesBurgers

**Structure of Business**  
Partnership

**Date Business Established**  
January 1, 2017

**Nature of Business**  
Quick Service Restaurant

**Banking Details** (Branch and Banker’s Name)  
Bob Banker  
Bank of America  
Main Street, NYC

**Business Description**

**Structure**

Joe’s Burgers will operate as a partnership between husband and wife, Joe Burgerton and Josephine Burgerton.

**Concept**

We are creating a new kind of vegetarian quick service restaurant in the heart of New York City. Our business will fill the need for delicious, healthy food on-the-go in a fast-casual environment. Our burger joint is unlike any other foodservice of it’s kind, as we are offering a 100% meat-free plant-based product. Our minimalist style venue will offer a small seating area, but will be mainly counter service.

**Mission Statement**

At Joe’s Burgers we strive to make the best-tasting plant-based burger in the world.

**Short & Long-Term Goals**

As a couple, we are committed to running a profitable restaurant while proving that plant-based burgers can be appealing and delicious.

In our first year of business our goal is to build a loyal customer base of 1,200 regular lunchtime clients. After our first year, we plan on expanding to a second location and to create a plant-based cookbook series that we will pitch to local publishers.

Long term, we see our successful business expanding into 5-10 locations around New York. We will seek strategic partnerships to create frozen burgers and foods for retail, aiming to become a nationally known brand for plant-based quick foods.

**Menu Services**

Joe’s Burgers main menu item will be our 100% plant-based burger. This will be offered with a number of toppings and choice of bun or lettuce wrap.

In addition to burgers, we will serve a number of healthy sides such as root vegetable fries, green salads, and kale slaw. We will offer local cold pressed juices from Spirit Juice Co. as beverage options.

Combo options will be available, and we’ll offer a “Ready in 15-Minutes or Less” lunch menu.

**Location**

Joe’s Burgers will be located in the underserved professional area of the Harmony District.

We are currently working with a real estate agent to secure a 1,000 square foot location on the corner of Gilmont Street and Bour Street. This area has a number of gyms and yoga studios but is short on places to grab a quick, healthy bite.

Based on the active lifestyles of the locals and the trend toward holistic living, we’re confident that this neighborhood is a prime location for our business.

**Visuals**

The Joe’s Burgers logo was designed by Passion Design Co. We will work with them to design our packaging, promotional materials, and printed menus.

For our shop interior, we have reached out to architectural design firm Sola Projects. Sola specializes in eco design using sustainable and recycled materials for restaurants. Once our location is secured we will work with them to conceptualize and design our space.

For packaging and takeout containers we will be using the brand Greenpro Containers which are biodegradable.

**Summary**

Joe’s Burgers has been conceived from personal and professional observations of plant-based diets and the fast-casual dining industry.

Our mission is to create the best plant-based burger in the world, and make sure that our target customers have access to it. Ideally, we will see growth within the first year, based on our location in a busy professional area and our 15-Minute Lunch menu.

Our minimalist atmosphere, delicious food, and fast service will make Joe’s Burgers a go-to choice for health-conscious professionals in our area.

**The Marketplace**

**Market Segment**

The market segment Joe’s Burgers is focusing on is the urban office workers in the Harmony District. The area has 16 office buildings and only 18 restaurants, 9 of which are fine dining or full service establishments, and the remainder are fast food, cafes, and food trucks. The area is a prime location to open a healthy alternative with a focus on a quick service lunch menu.

**Customers**

Joe’s target market is young, urban professionals in the Harmony District. When speaking to people in this area, we discovered that a large percentage of people interested in our business ride a bicycle to work everyday. To serve this group of people, we will place additional bike parking beside our restaurant, and depending on the location we secure, we’ll look at offering a bike-through window.

**Market Trends**

Joe’s Burgers is well prepared to provide for the increased demand for plant-based diets. Over the past 10 years, there has been a consistent upswing in health-conscious eating and a rise in demand for local and organic food.

In 2015, the average working professional said that they eat out for lunch a whopping 60% of the time, and that they seek healthy options on a regular basis, but often choose unhealthy meals due to expense or availability. (Statistics Online.) We are ready to serve the rising popularity of fast-casual dining, offering healthy, affordable food.

In addition, the average meal spend for urban professionals in Harmony District has increased by approximately 20% in the last 18 months, from $8 to $9.50. (Research conducted by Studytime for Joe’s Burgers.)

**Competition**

In the Harmony District where Joe’s will be located, there are 18 restaurants, 9 of which are fine dining or full service establishments, and the remainder are fast food, cafes, and food trucks.

**Indirect Competition**

Fauna, a fine dining restaurant that opens at 5pm, offers no lunch menu or fast options. Though they aren’t competing for lunch business, they serve a variety of healthy meals for the after-work crowd.

**Direct Competition**

Smitty’s Sandwich Shop is a fast-food chain restaurant that serves sandwiches and sides. While their popularity in the neighborhood is apparent, we believe that the quality, taste, speed and health value of Joe’s will provide a welcome alternative for patrons in the neighbourhood.

Tango Tacos is a food truck that is in the Harmony District 2-3 times per week. They serve fast, healthy and fresh food. They are often parked in different areas, so customers can’t rely on them being available every day.

**Competitive Advantages, Opportunities, & Challenges**

**Advantages**

Joe’s Burgers is a fast casual restaurant competing with fast food restaurants, pizza shops, and food trucks. Our plant-based menu is healthy in a sea of mostly high-calorie and rich lunch options. We think the residents and workers in the Harmony District will welcome a more nutritionally sound restaurant to the area with open arms.

**Opportunities**

Of the 9 restaurants that can be considered direct competition in the Harmony District, 7 of them don’t offer any gluten-free options. Gluten-free is a popular eating choice for our target market, so we will provide gluten-free burgers and buns.

Of all our direct competition, 3 of them open at noon during the weekday. Through our research we found that many people in the area actually take their lunch break before noon. Joe’s Burgers will open earlier to accommodate the early lunch crowd.

**Challenges**

There are a number of direct competitors in our area that serve lunch, but we feel with the large volume of potential customers, that even a small percentage of them would be enough to keep Joe’s Burgers growing over time. Because of the close competition we will need to stay engaged with our customers, offer the best food, and give the best service.

**Marketplace Summary**

Now is the perfect time for us to launch Joe’s Burgers. We’ve found an area that needs our business and have spoken to people who are excited to become customers. Our competition is lacking in healthy alternatives which opens up an ideal opportunity to give our market what they crave: a quick and healthy lunch.

**Marketing**

**Positioning**

By using positive words and phrases, the color green, and natural wood finishes, Joe’s will stand out as a healthy choice connected to nature. Our down-to-earth message will be communicated through the look and feel of our shop, menu, music, lighting, uniforms, and packaging.

**Pricing**

Joe’s Burgers will be priced competitively to other quick service restaurants in the city. We’ll aim to run our food costs at an average of 30%.

**Promotion**

**Online Promotion**

Joe’s has an engaged following on Instagram and Facebook, as well as a newsletter list. At our pop-up food stall at the Journey Market for the last 4 months we’ve been collecting emails so that we can update our customers when we open.

We currently have a website that generates traffic and lists important details like our menu, contact, about, philosophy, and location.

We will use social media to generate interest and document the process of opening, and update our website with our new menu and location once we open.

**Traditional Promotion**

We will continue with our customer loyalty stamp card and printed menus which we used as promotion at our pop-up food stall. As well, we’ll be working with a public relations firm to get press attention about our concept of meatless burgers and a plant-based diet. We’ll also encourage our customers to spread the word about us, so will rely on some word of mouth.

**Marketing Summary**

Much of our marketing has been set up already because of our pop-up. We’ve been engaging our customers online and in-person for the last 4 months. While growing the business, we’ll be amping up our presence online and in person, aiming for new customers through press, word of mouth, and social media.

**Business Operations**

**The Team**

*Joe Burgerton – Executive Chef*

Joe Burgerton is a chef, with a varied culinary background. He began his career as a dishwasher at the age of 15 in a local pub. By the time he was 18 he had made his way to second-in-command. He left to attend The Culinary Institute of America.

Once finished his schooling, he left for Japan to work at a series of Ramen shops, returning to the US and working at *Dan Barber’s Blue Hill Farms*, where he developed a passion for sustainability and vegetarian fare.

Joe will be in charge of menu creation, daily food prep, and all cooking related jobs. He will also work with suppliers and manage all back of house tasks and responsibilities.

*Josephine Burgerton – Restaurant Manager*

Partner and wife, Josephine Burgerton trained as a chef at Le Cordon Bleu, and chose to pursue restaurant management. She has 11 years of experience running and managing full service restaurants in New York City.

Josephine will run the restaurant operations including staff, payroll, customer concerns, and social media.

Currently our team consists only of the two of us, but we will hire five staff members: two front of house to take orders and payment, and three back of house to work in the kitchen.

**Supplier Relationships**

* **Produce:** Green4Life Produce Inc.
* **Glassware:** Crystal Clear Glassware Co.
* **Waste Removal:** Garbage Getters
* **Paper Products:** BioPaper Inc.

**Technology**

Joe’s Burgers will use TouchBistro iPad point of sale to take orders and payments, and run reports. We will use the customer-facing display and the kitchen display as well.

We will also be registered with *DoorDash* and *UberEATS*, both food delivery apps that are popular in our area.

**Insurance**

To be confident that we are fully insured for liability, business, and property, we will consult with our lawyers at LBD Legal, and our insurance broker at Safelife Insurance.

**Licenses**

Joe’s Burgers is in the process of acquiring the following licenses:

* Business License
* Tax ID number or EIN
* Certificate of Occupancy
* Food Service License
* Liquor License
* Music License
* Sign Permit

**Operations Summary**

Joe’s Burgers will operate on a day-to-day basis for the first couple of months with an additional 5 staff members. Managing our staff, supplier relationships, customers, inventory and daily tasks will require team effort and hard work.

Our personal experiences have given us qualities that we can draw on to manage and run the business and grow it steadily. We aim to run a tight ship and empower our staff to be the best and deliver the best customer service experience.

With *TouchBistro* as a POS, *UberEATS*, and *DoorDash* for food delivery and pick up, we are confident that we can accept and handle a high volume at peak times.

**Financials**

### Revenue Worksheet

| **Account** | **Amount** | **Explanation** |
| --- | --- | --- |
| # of Days Open per Week | 7 | Number of days per week business is open |
| # of Days | 364 | Assuming that business is closed on Christmas Day |
| Midweek | 249 | Days other than weekend and holiday days |
| **Average Sales** | | |
| Midweek | $1,500 | Projected midweek sales |
| Weekend and Holidays | $3,000 | Projected weekend and holiday day Sales |
| **Revenue** | | |
| Midweek | $373,500 | # of midweek days (X) average sales for same |
| Weekend & Holidays | $345,000 | # of busy days (X) average weekend and holiday sales for same |
| **Total Revenue** | **$718,500** | **Yearly sales projection** |
| **Average Sales per Day** | **$1,973.90** | **Yearly sales divided by # of days open** |
| **Sales Mix %** | | |
| Food | 80% | Percentage of sales projected in Food sales |
| Beverage | 20% | Percentage of sales projected in Beverage sales |
| **Sales Mix $** | | |
| Food | $574,800 | Total Revenue @ 80% |
| Beverage | $143,700 | Total Revenue @ 20% |

### Controllables Worksheet

| **Account** | **Amount** | **Explanation** |
| --- | --- | --- |
| **Revenue** | | |
| Food | $574,800 | From Revenue Worksheet |
| Beverage | $143,700 | From Revenue Worksheet |
| **Total Revenue** | **$718,500** | **From Revenue Worksheet** |
| **Costs of Goods Sold** | | |
| **Cost of Goods Sold %** | | |
| Food | 30% | Targeted cost percentage of food sold |
| Beverage | 35% | Targeted cost percentage of beverages sold |
| **Cost of Goods Sold $** | | |
| Food | $172,440 | Food Revenue x 30% |
| Beverage | $50,295 | Beverage Revenue x 35% |
| **Total** | | |
| **Total Cost of Goods Sold** | **$222,735** | **Cost of both Food & Beverage** |
| as a % | 31.0% | Cost of Goods Sold divided by Total Revenue |
| **Gross Profit** | **$495,765** | **Revenue less Cost of Goods Sold** |
| as a % | 69.0% | Gross Profit divided by Total Revenue |
| **Labor Costs** | | |
| **Labor as a %** | | |
| Management | Fixed | Salary of Owner/Operator |
| Kitchen | 12% | Line Cooks and Kitchen Helpers |
| Front of House | 10% | Cashiers and Counter Helpers |
| **Labor as a $** | | |
| Management | $36,000 | Salary of Owner/Operator |
| Kitchen | $86,220 | Line Cooks and Kitchen Helpers |
| Front of House | $71,850 | Cashiers and Counter Helpers |
| **Totals** | | |
| **Sub Total** | **$194,070** | **Cost of Labor before Statutory Benefits** |
| Statutory Benefits @ 7% | $13,585 | Payroll Taxes |
| **Total Labor** | **$207,655** | **Labor including Payroll Taxes** |
| as a % | 28.9% | Labor Costs divided by Total Revenue |
| **Operational Profit** | **$288,110** | **Gross Profit less Cost of Labor** |
| as a % | 40.1% | Operational Profit divided by Total Revenue |

### Financial Forecast Worksheet

| **Account** | **Amount** | **Explanation** |
| --- | --- | --- |
| **Total Revenue** | **$718,500** | **From Revenue Worksheet** |
| **Gross Profit** | **$495,765** | **From Controllable Cost Worksheet** |
| **Operating Profit** | **$288,110** | **From Controllable Cost Worksheet** |
| as a % | 40.1% | **From Controllable Cost Worksheet** |
| **Expenses** | **Monthly** | |
| Advertising &  Promotion | 4.00% $28,740 | Monies allocated to promot the business and stated as a % of  Total Sales |
| Supplies Kitchen | 1.75% $12,574 | Suppliers required for food preparation and storage and stated as  a % of Total Sales |
| Supplies Restaurant | 1.25% $8,981 | Supplies used by customers and stated as a % of Total Sales |
| Bank Charges | $50 $600 | To maintain a current account at the bank |
| Credit Card Charges | 1.8% $12,933 | Processing fees for customer use of credit and debit cards and  stated as a % of Total Sales |
| Insurance | $150 $1,800 | Liability and building insurance |
| Legal & Accounting | $100 $1,200 | For remittance of taxes and review of documents as required |
| Maintenance | $200 $2,400 | On equipment, furniture, fixtures, and the physical plant |
| Office Expense | $100 $1,200 | Paper, pens, toner, etc. |
| Rent | $4,000 $48,000 | Including TMI |
| Telecommunications | $400 $4,800 | Internet, cell, and lind line |
| Utilities | $1,000 $12,000 | Gas, water, and hydro |
| Web Maintenance | $10 $120 | Hosting of website and email accounts |
| **Total Expenses** | **$135,348** | |
| **Income** | $152,762 | Before interest, taxes, depreciation, amortization, etc. |
| as a % | 21.3% | Income divided by Total Revenue |

### Start-Up Costs

| **Account** | **Amount** | **Explanation** |
| --- | --- | --- |
| **Business Set-Up** | | |
| Bank Charges | $500 | To set up account and debit machine |
| Website Design & Development | $1,500 | Including Social Media Channels |
| Advertising & Marketing | $2,500 | Pre-Opening |
| Training Cost | $1,500 | For all staff and management |
| Inventory | $15,000 | Foodstuffs and other products |
| POS | $4,000 | Including printers and subscriptions |
| Legal & Advertising | $2,500 | To review leases and other documents |
| Office Expense | $500 | To set up bookkeeping |
| Rent | $4,000 | Last month’s rent |
| Utility Deposits | $1,000 | Gas and/or Hydro |
| **Small Wares:** | | |
| Kitchen | $10,000 | Pots and pans and such |
| Restaurant | $5,000 | Plates and bowls and cutlery etc. |
| **Capital Improvements** | $100,000 | Estimating $100 per sq. ft for 1000 sq. ft space |
| **Furniture & Fixtures** | $10,000 | For seating area |
| **Equipment** | $35,000 | To set up kitchen with mix of used and new equipment |
| **Total Expenses** | $193,000 | To “get” open |
| **Working Capital** | $15,000 | To have as a cushion during initial months of operation |
| **Total** | **$208,000** | **Expenses plus allowance for working capital** |

**Business Plan Summary**

**Joe’s Business Plan Summary Example**

Thank you for reading. We value your time, and hope that you’ve learned all about our vision, goals, opportunities, and value.

Joe’s Burgers is not only our dream, it’s our mission. We want to change the world with a delicious, plant-based burger. We strongly believe that our small quick-service, family-run restaurant in New York City will empower people to change their lives by changing their diets and grow to become a NYC success.

Our burger shop concept is unique and the timing is perfect. A $75,000 investment combined with our personal investment of $25,000 will launch the first entirely sustainable burger and foodservice business.

We can’t wait to serve you at Joe’s Burgers!