

# El bistro cafe essay



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1.0 Executive Summary The Ell's cafe bistro is a full-service restaurant/cafe located in the Danga bay johor bahru . The restaurant features a full menu of moderately priced " comfort" food influenced by western and malay cooking traditions, but based upon time honored recipes from around the world. The cafe section of The Ell's cafe bistro features a coffeehouse with a dessert bar, magazines, and space for live performers.

The Ell's cafe bistro will be owned and operated by The Ell's LLC, a JJH limited liability corporation managed by Ema Haryani Hassan, a resident of the Empowerment Zone. The members of the LLC are Hasyuri Hassan (80%) and the Historic District Development Corporation (20%). This business plan offers financial institutions an opportunity to review our vision and strategic focus. It also provides a step-by-step plan for the business start-up, establishing favorable sales numbers, gross margin, and profitability.

This plan includes chapters on the company, products and services, market focus, action plans and forecasts, management team, and financial plan.

Highlights 1.1 Objectives 1. Sales approaching and surpassing RM 1.9 million by the end of the first year. 2.

Targeting and maintaining a net profit of at least 14% by the second year. 3.

To cultivate monthly sales to reach RM 167,000 by the end of the fourth month of operation, and RM 220,000 monthly by the end of the first year of operation.

1.2 Mission The Ell's cafe bistro concept is built upon the success stories of American many casual dining and coffeehouse venues. Located in the Danga bay Tower adjacent , The Ell's cafe bistro will provide accessible and affordable high quality food, coffee-based products, and entertainment

to the thousands of residents and hotel visitors located within a five-mile radius.

In time, The Ell's cafe bistro will establish itself as a "destination" of choice to the many residents of the greater Johor bahru metropolitan area, as well as numerous out-of-town visitors. The establishment will provide a "complete, high-quality" evening experience for those searching for something that is rapidly becoming popular among Johor bahru diners. Not only will patrons be able to dine on "comfort" food based upon time honored recipes from the world over, they will do so in a facility containing ample patio space for a favorite pastime of Malay resident. Patrons will also have the option of enjoying coffee, desserts, and live entertainment in The Ell's cafe bistro or, a relaxed game of in the gardens located adjacent to the patio space. The cafe's aim is simple.

It will provide a completely sophisticated, sensual, yet casual dining and/or coffeehouse experience for the many Johorian and visitors who frequent the city's casual dining spots and entertainment venues. It will be an affordable venture for patrons, one that will encourage them to return on many occasions. The menu will feature hearty fare of the type that is frequently out of the reach of the typical young professional out of reach because time frequently prevents her/him from cooking hearty meals like those featured on our menu. Finally, and quite significantly, The Ell's cafe bistro will provide a much needed neighborhood-based retail food operation that is currently unavailable now. Not only is it projected that the business will generate 21 new jobs, the partnership responsible for creating The Ell's cafe bistro will

generate additional revenue specifically dedicated to assisting the Historic District Development. 1.

Keys to Success The keys to success in this business are: 1. Product quality: Food, coffee-based beverages, and entertainment are our products. They must be of the high quality and value. 2.

Service: Our patrons are paying to have a good time. Their experience will suffer if service is not of the highest caliber. Each member of the staff will be courteous, efficient, and attentive. 3. Marketing: We will need to target our audience early and often. While the business is located in a central and accessible location, many people will have to be re-introduced to the neighborhood surrounding and also visitors from Singapore.

. Management: We will need to have a firm grasp on food, beverage, and labor costs. The dining/entertainment/coffeehouse experience must be delivered in a fashion that will not only inspire repeat business, but encourage word-of-mouth recommendations to others. Proper inventory, employee management, and quality control is key. 2.

0 Company Summary The Ell's cafe bistro is a bistro and coffeehouse facility located in a renovated house immediately adjacent to the Danga bay . The Ell's cafe bistro derives its name from an historic 200+ foot tall Ell's caf lo bistro located on the grounds of the restaurant, and immediately across the street shopping danga bay place. 2. 1 Company Ownership The Ell's cafe bistro is a privately held limited liability corporation wholly owned by Ema Haryani (80%) and the Historic District Development Corporation (20%).

2. 2 Start-up Summary The start-up costs for The Ell's cafe can be found in the chart and table below. Since the business property is located in an enterprise zone, property taxes on the property are abated for the initial years covered by the business plan. The owner/general manager will be responsible for maintaining insurance that will cover the loss of the building and all of its contents, as well as insurance covering business interruption and death or injury to himself. Start-up Start-up Requirements Start-up Expenses LegalRM 2, 000 Stationery etc.

RM 500 BrochuresRM 500 ConsultantsRM 1, 500 Insurance RM 1, 745 Debt ServiceRM 5, 000 Licenses/Tax/DepositsRM 12, 000 Expensed EquipmentRM 36, 600 Employee/PayrollRM 26, 834 AccountingRM 1, 000 Soft Opening ExpenseRM 4, 000 Grand Opening AdvertisingRM 3, 000 Misc. ExpensesRM 2, 000 Total Start-up ExpensesRM 96, 679 Start-up Assets Cash RequiredRM 100, 000 Start-up InventoryRM 61, 157 Other Current AssetsRM 0 Long-term AssetsRM 595, 040 Total AssetsRM 756, 197 Total RequirementsRM 852, 876 Start-up Funding Start-up Funding Start-up Expenses to FundRM 96, 679 Start-up Assets to FundRM 756, 197 Total Funding RequiredRM 852, 876 Assets Non-cash Assets from Start-upRM 656, 197 Cash Requirements from Start-upRM 100, 000 Additional Cash RaisedRM 0 Cash Balance on Starting DateRM 100, 000 Total AssetsRM 756, 197 Liabilities and CapitalLiabilities Current BorrowingRM 29, 850 Long-term LiabilitiesRM 695, 399 Accounts Payable (Outstanding Bills)RM 29, 627 Other Current Liabilities (interest-free)RM 0 Total LiabilitiesRM 754, 876 Capital Planned Investment Investor 1(Home Equity/Pre-develop. Invest)RM 64, 000 Investor 2(Pre-development Investment)RM 34, 000 OtherRM 0 Additional Investment RequirementRM 0

Total Planned Investment RM 98, 000 Loss at Start-up (Start-up Expenses)(RM 96, 679) Total Capital RM 1, 321 Total Capital and Liabilities RM 756, 197 Total Funding RM 852, 876 Start-up 2. Company Locations and Facilities The Ell's cafe bistro will be located in a newly renovated facility designed by the architectural firm of R&R Design Architecture. The facility will be divided equally between the cafe/restaurant function and the coffeehouse/entertainment function.

The restaurant will feature dining room seating for approximately 100 patrons and flexible indoor/outdoor patio seating for an additional 40 patrons. The cafe/coffeehouse will provide a full-service dine-in and carry-out coffee-based beverages, as well as a dessert bar. The coffeehouse/cafe portion of the business will also contain a full-service bar, a small entertainment stage, and niche magazines and newspapers available for purchase. The coffeehouse will maintain ample indoor/outdoor seating under a covered patio space shared with the restaurant. The facility's perimeter will feature a simple garden which will provide comfortable waiting areas during the warm weather months. Finally, an historic 200+ foot Ell's cafe bistro forms the centerpiece of the grounds immediately adjacent to the proposed business.

3. 0 Products The Ell's cafe bistro is a cafe/restaurant/coffeehouse venue that sells moderately-priced food to an upscale casual dining market. The venue features brewed coffee and espresso-based beverages, granita ices, fruit smoothies and juices, and other beverages typically associated with a coffee shop. A dessert bar will serve a range of freshly prepared desserts, as well as baked goods associated with breakfast. Luncheon offerings contain both

carry-out and dine-in menu selections, while evening hours will accommodate full-service dining , a full-service bar and light, weekend, live entertainment. Reflecting a target niche market, a limited selection of out-of-town newspapers, as well as art, architecture, cinema, design and lifestyle magazines will be sold.

Additionally, the venue will feature art and products made by Studioplex artists, providing a cross-selling opportunity. 3. 1 Product Description The Ell's cafe bistro menu will feature a selection of pan-ethnic dishes influenced by western and malay cooking traditions. Generally, the dishes will offer variations on " country" cooking themes. Braised and smoked meats and poultry, seafood, and vegetarian offerings will change seasonally.

Dinner items will only be available in the dining room section of the establishment. Standard appetizer/tapas offerings will be available in the coffee shop and patio area through the late evening. Specialty coffees, espresso-based drinks, desserts and pastries, and light sandwiches will be available in the coffee shop. Niche-magazines and newspapers will be readily available for purchase by the venue's patrons. Musical offerings will span jazz, Latin, and urban musical traditions.

The performance space will also offer ample opportunities for space for an artist, poet, reader, etc. When not in use as a stage, the space will double as a customer seating area with tables and chairs. 3. 2 Competitive Comparison The closest competitors (relative to location) are Virginia's (Danga Park), Sotto Sotto (Inman Park), The Roman Lily, and Danga bay internet cafe. Virginia's, The Roman Lily, internet cafe , feature fairly similarly priced

menus and menu offerings with a notable traditional American southern influence.

The Roman Lily is notably more “downscale”. Virginia’s decor and menu offerings strikes squarely in between downscale casual and upscale casual. None of these establishments features a traditional coffeehouse atmosphere or live or recorded evening entertainment. Relative to the location of these establishments, The Ell’s cafe bistro is centrally geographically located. It’s location will easily allow for patrons from these other establishments to finish an evening with dessert, coffee, drinks, and/or dancing. 3.

3 Sales Literature A sample copy of a menu to be featured at The Ell’s cafe bistro is attached in an appendix at the end of this document. 3. 4 Sourcing The Ell’s cafe bistro will buy from a select group of Johor restaurant suppliers and distributors. Direct sales relationships will also be established with fresh produce, meat, and seafood distributors based at the Fresh Market.

Negotiations are also underway to establish direct relationships with seafood suppliers on the Johor Gulf coast. The cafe will receive substantial discounts from artists and artisans participating in the manufacture of signature pieces of dinnerware, furniture, lighting, and sculpture to be featured at The Ell’s cafe bistro. As part of a marketing agreement with Studioplex merchants, the business will prominently feature their products in exchange for these discounted fixtures and equipment. 3. Technology The E logo is Ell’s cafe bistro protected by federal trademark laws.

All of our menu creations will not necessarily have the same protections, however, when possible, popular “trade-names” will be protected. The

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business of The Ell's cafe bistro is not dependent upon process technology or patentable inventions. 3. 6 Future Products While The Ell's cafe bistro will initially focus upon the dining, coffeehouse, and entertainment functions located on the immediate grounds of the establishment, future expansion efforts will focus upon providing full-scale catering for Studioplex events as well as other off-site venues. The Ell's cafe bistro owner has established relationships with District law firms and OUM University, these institutions offer many opportunities for catering/special event service.

4. 0 Market Analysis Summary The casual dining/full service restaurant market is a \$10Million industry in the MALAYSIA, with annual increases in revenue outpacing 5% yearly. More and more people are choosing to eat out. One of the most common reasons cited by restaurateurs and industry associations is that women have joined the workforce in record numbers. In fact, from 1955 to 1995, the dollars spent for food away from home rose by almost 20%, coinciding with the number of women entering the work force.

With two income earners per household, neither person may have time to fix meals. Since the 1950s, commercial food service sales have continued to rise as more and more people find that eating away from home suits their lifestyles. Specialty coffee is a \$5Million per year industry in the MALAYSIA, and has grown at a rate in excess of 20% per year in the last decade. That sustained growth is year by year. 4. 1 Market SegmentationThe " Market Opportunity Analysis for Residential and Commercial Uses along the Malaysia Corridor," written by Robert Charles Lesser & Co.

, makes the following points about food retail for The cafe at the Studioplex on Auburn site: Studioplex is in proximity to new and existing residences, including the affluent, and immediately Park neighborhood; a restaurant would be a destination space within the neighborhood. A restaurant/coffeehouse would provide one of the best food and beverage opportunities for the more than 500, 000 annual visitors to the Historic District. Location is close to employment centers or within retail corridor. Studioplex patrons and residents will provide primary support; secondary support will come from area residents and hotel visitors/conventioners.

Cross-selling opportunities exist with coffee beverages and magazines. The coffee shop and the magazines sold there will be positioned to fill a niche demand for people interested in art, architecture, design photography, and home and garden pursuits. Target market audience is a mix of Studioplex residents, artists, patrons, intown residents, downtown hotel visitors/conventioners, and workers. The immediate market area is within a four-mile radius of The Ell's cafe bistro and Studioplex and includes the neighborhoods arounds danga bay and also visitors from Singapore.

Market Analysis Market Analysis 20012002200320042005 Potential  
 CustomersGrowthCAGR Atlanta Area Residents10%91, 568100, 725110,  
 798121, 878134, 06610. 00% Hotel/Convention/Visitors15%32, 10036,  
 91542, 45248, 82056, 14315. 00% Downtown Workers20%23, 35028,  
 02033, 62440, 34948, 41920. 00% Total12.

87%147, 018165, 660186, 874211, 047238, 62812. 87%